

# THE AUTHOR & JOURNALIST

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TELEVISION—WRITING FIELD OF  
THE FUTURE

By STANLEY N. TESS

HOW WILL WRITERS FARE IN 1940-41?

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By Harry Steeger, Fanny Ellsworth, Agnes M. Reeve,  
Glenn R. Webster, Christopher Carr, John Kieran,  
Richard Tooker, Walter N. Des Marais, Adeline M.  
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## "SKIMMED MILK" CONTROVERSY CONTINUES

Can the writer afford to sell stories under his own name to half-cent-a-word markets, while at the same time his work appears in better paying magazines? The Old Editor, in our January issue, claimed that he can not; John Scott Douglas in the February issue advanced reasons why he should. Further opinions follow:

Dear Mr. Hawkins:

John Scott Douglas rings the bell. By this I mean I see his point of view and agree with it. Why lose the advantage that years of hard work and the sale of a good many yarns give one over the beginner?

In my own case, until a year ago, I always offered first look-see to the editors who paid fancier prices. Unfortunately for me, a few rejects were snapped up by a 1/2-cent house and it looked so easy that I followed the line of least resistance, dropped into a rut, preferring a fast sale to an uncertain one, and began submitting brand new stories to this firm. Each new acceptance without a reject made their hold on me all the stronger, and it's only recently, taking stock of the situation, that I've awakened to my error.

Despite the fact that temporarily I've dropped out of the higher brackets, I'm sure this won't prevent me from selling again to the high-pay publications under my own name—provided the stories have the guts. Top-flight pulps have established reputations that my name or anyone else's can't weaken. Sight of Joe Doakes' name or mine will mean only that we have arrived again at the pinnacle.

If this were not so, the Satevepost would not use names such as Arthur Mann, Richard Howells Watkins, and a flock of others who appear in the pulps. If your story is right, your name can't hurt. It means only you've come up the ladder. Look at the movie stars!

Let's start climbing, fellers.

HARMAN BELLAMY.

### The Old Editor Replies to Douglas

Douglas is right when he says that one expects to pay more for cream than skimmed milk, even though they both bear the imprint of Sweetmilk Dairy. But that doesn't work with pulps, because every pulp good or bad claims that it is offering cream. That is why, if Author Writewell has his name in a skimmed milk magazine claiming cream, readers will believe that other stories by Writewell in good-pay magazines are just as thin. The reader is the one to suffer and he has to pay just as much for skimmed-milk magazines as for cream magazines. He doesn't know which is which and he judges the author accordingly.

THE OLD EDITOR.

## BROADCAST MUSIC, INC. BEGINS OPERATIONS

Broadcast Music, Inc., launched by the National Association of Broadcasters as a source of music supply for radio stations, will begin licensing music for public performance on April 1, it is announced. Offices are at 590 Fifth Ave., New York.

The BMI was organized for the ostensible purpose of breaking the monopoly of the one major source of music supply which has existed up to the present time, the American Society of Composers, Authors and Publishers. Stock subscriptions by stations amounting to more than \$1,100,000 are already in hand with which to work in building up an independent reservoir of music for radio consumption. The BMI will work in cooperation with all other users of music, including motion-picture producers, theater owners, orchestras, recording companies, hotels, and restaurants.



"You can always tell when Jackson is reading a manuscript he doesn't like!"

## SHORT STORIES—1890-1940

What is the oldest pulp magazine? Among the two or three oldest certainly is *Short Stories* which announces its March 25th issue as the Fiftieth Anniversary number.

Giants of the literary world appeared in the infant *Short Stories*—Kipling, Conan Doyle, O. Henry, Gilbert Parker, Bret Harte, Mark Twain, W. W. Jacobs, Laura E. Richards, Gertrude Atherton, Ambrose Bierce, to name a few. The magazine in its present form began to emerge under the editorship of Harry Peyton Steger. When he died, in 1912, Harry Maule became editor. Dorothy McIlwraith, who has guided its destinies in recent years, was long associate editor under former regimes. The magazine passed from Doubleday, Doran & Co. to new ownership in October, 1937, and moved to its present address at 9 Rockefeller Plaza.

Miss McIlwraith announces that a special effort has been made to incorporate in the Anniversary Issue the kind of stories that *Short Stories* particularly desires to publish.

Apology: Lack of space prevents the appearance in this Annual Forecast issue of the "Student Writer" department and William L. King's new Radio Corner.

# THE AUTHOR & JOURNALIST

March, 1940

## TELEVISION—WRITING FIELD OF THE FUTURE

... By STANLEY N. TESS

Mr. Tess has sold newspaper and magazine features over a period of some twelve years, specializing recently in articles on photography as a hobby. This article has been approved as an accurate survey of conditions by the authorities at Television Station W6XAO.



Stanley N. Tess

"TELEVISION will be a harvest for the writer." That was the first statement made by Wilfrid H. Pettitt, staff television writer of the Thomas S. Lee Television Station, W6XAO, Los Angeles. Thomas S. Lee, the radio executive who has spent one million dollars on experimental operation

of the only television station west of the Rockies, had referred me to Mr. Pettitt, the pioneer writer of the station. In the course of a luncheon engagement, Mr. Pettitt gave me the following information to be relayed to the readers of THE AUTHOR & JOURNALIST.

Television will mean a repeat demand for the same script. Experience gained in dealing with television "lookers" (home audiences) shows that there are many calls for repetition of shows which were particularly well liked. Also, since television chain broadcasting will be prohibitive in cost for some time to come, a script will have to be performed in each locality by a traveling cast or by a permanent group of players maintained by each station. Regardless of whether a particular script is handled by a road company or by local stock players, the repeated performances will give many royalty opportunities for the author.

Television, of course, will make extensive use of special versions of successful Broadway

plays. However, since the experience of both the motion-pictures and radio indicates that it is difficult to hold audience attention with a dramatic production lasting more than a hour, full-length stage plays will have to be shortened. This will provide work for television writing staffs. Many Broadway plays contain situations which are not suitable for showing to audiences containing children and young people. A few Broadway hits may be rejected in their entirety because they are built around neurotic themes which cannot be presented to the general public over so universal a medium as radio.

The role of the professional television writer in connection with the longer plays may eventually be much the same as that of the motion picture studio writer. He or she will function principally as an adapter of stage plays, novels, and short-stories, deleting matter which cannot be offered to a "family" audience and devising acceptable situations to replace the discarded material. Many situations which appealed to the reader's imagination when described in print may have to be changed before they will "televise" satisfactorily.

Care will have to be taken to see that dialogue does not overbalance the action content. Delicate word-shadings by means of which a writer of a novel or play conveys meanings may have to be converted into terms and actions which can survive the mechanical process of television transmission and thus be completely understood by the audience.

●  
If the salaries paid to writers in the motion picture and radio fields may be used as a yardstick, competent television writers will be well paid. Those who get in on the "ground floor" will have the same opportunities as those who

were on the scene early in motion pictures and commercial radio.

Because motion-picture companies own the rights to many stage successes, it is a question how many of the established stage hits will be made available to television. Many sales and royalty contracts which were made prior to ten years ago failed to make specific mention of television rights. An answer to this puzzle will require considerable negotiation. It is a good idea for writers, when they can do so, either to reserve the entire television rights or to make definite arrangements for television royalty payments when selling stories to publishers.

As to shorter television material, here are a few predictions and conclusions, as made by Mr. Pettitt: (1) Vaudeville will stage a comeback through television. But again we encounter the obstacle of finding situations and gags in vaudeville which cannot be placed on the air. Almost any script which was originally prepared for stage presentation, including vaudeville, will have to undergo a cleaning-up process to meet the standards set by radio and television.

(2) There will be a big demand for dramatic scripts running thirty minutes. Many readers of *THE AUTHOR & JOURNALIST* may have plays already written or published which can be refurbished for television; there will also be a need for dramas dealing with the day's news. There is a chance that thirty minutes will eventually be established as the ideal running time for a television play, aside from the special one-hour plays. Fifteen minutes is too short a time in which to present any but the simplest plot. A fifteen-minute play would correspond to the short short of the magazine or newspaper. The typical short short, however, is likely to appear pointless when transferred to television. "Lookers" want something a trifle more solid.

(3) Fifteen-minute scripts will hold one important position, however. That will be in the episode serial which has received such widespread support from the public in regular radio. Keeping ahead of a television serial story is a real job for a writer, according to Wilfrid H. Pettitt, who wrote two episodes a week for "Vine Street," a scatterbrain comedy serial which ran during the winter of 1938-39 on Station W6XAO, Los Angeles. "Vine Street" was the first television serial produced in this country.

To begin with, the author had to keep three full scripts ahead of the performances in order to allow time for the cast to memorize their lines. That meant that he had to have about thirty-five pages of dialogue constantly in the "completed" file. The actors were expected to learn their lines in three to four days, the telecasts being on each Tuesday and Friday evening.

From Mr. Pettitt's experience with "Vine

Street" come the following suggestions: (a) Write lines which are easy to memorize. (b) Don't introduce stage business which is too complicated. (c) Action need not necessarily depend upon physical movements; it can be suggested by dialogue. (d) Off-scene action may be profitably employed. Remember that television has everything available in the way of sound effects which is available to motion pictures and radio. (e) A serial gives unlimited opportunity for experimentation. Working on a serial is the most valuable experience a television writer can have. (f) In addition to action, sound effects and dialogue, the television script writer must give attention to camera angles, lighting, and the musical background. He must make notes on these details at the time of writing the script or as soon as rehearsals start. (g) There can be no major changes in dialogue after rehearsal period is begun, owing to the shortness of time available for learning lines.

(4) Satirical comedy was found to be best for the "Vine Street" serial over Station W6XAO. This often took the form of burlesquing standard stage and movie situations. Because television is still a novelty and television audiences are seeking relaxation, comedy seems to hit the spot. The American public is now ripe for a judicious amount of satire.

It is desirable to include some slapstick in order to amuse those who may miss the finer points of a ridiculous situation. The so-called "screwball" comedy cycle which recently swept Hollywood was compounded of subtle comedy for those who could grasp it and broader comedy which could be appreciated by all. It has been noted that youngsters between the ages of ten and eighteen grasp comic aspects of a situation more quickly than their elders because they are more sensitive to non-conformity of behavior.

(5) A television staff writer will have the job of planning and writing dialogue for interviews with celebrities over the air. Arrangements must be made to satisfy eye-appeal as well as ear-appeal. When a famous scientist comes to the television microphone, he must have something with him from his laboratory which will be interesting to show to the "lookers." In order to prepare such an interview, the television writer will often have to visit the scientist in his laboratory before the broadcast and make a study of what is available for "video" (sight) material.

A television writer needs a little experience as a television actor, just as a playwright must have had an opportunity to absorb the atmosphere and technique of the legitimate stage. This experience may be gained with comparative ease if the student is in a large metropolitan



center where regularly scheduled television broadcasts have already been, or will soon be, started.

During the present stages of television development, the writer may also be asked to take a hand in the directing. The acting, which is a blend of stage, screen and radio work, calls for definite exaggeration of gesture and facial expression. This need arises from the "visual interference" — the mechanical imperfections which are found in the transmission of the television image. In order to be effective, the physical action of the actor must be slightly reminiscent of acting in silent motion pictures. To use a word from vaudeville, a bit of "mugging" may be employed.

On the other hand, the television dialogue must be delivered with the same degree of restraint practiced in the modern motion picture or in the radio play. With sensitive microphones located at strategic points, there is no need to shout lines.

Television has the directness and intimacy of a stage performance, with the added advantage that every member of the audience occupies a seat in the front row. Because the average home telereceiver has an image screen not much wider than six to seven inches, the actors must needs stay quite close to the television camera. Their figures would otherwise be so tiny as to tax the credulity of the onlookers. All sets for television performances are kept rather shallow, and the favorite position for an actor in relation to the camera is just far enough away to give a three-quarter length picture with plenty of head-room above the figure to give proper composition to the image.

"Play to the camera," is the advice given to television actors. You have noticed that motion picture actors avoid looking directly at the camera. Weeks or months pass between the time when a motion picture actor speaks his lines and the time when they are heard in the motion picture theater. It would be illogical for the motion picture actor to behave as if the audience were present in person while he was working. But the television actor must be able to "feel" that he has his audience with him, personified by the television camera.

A small cast is desirable. A one-act play which takes place all in the same setting will be more likely to be produced at this time than one requiring numerous scene changes. When commercial advertising funds are available for television, more elaborate scripts will be needed. It is possible to have scene changes within the few seconds needed to turn off one camera and put another camera into operation. Several settings are prepared in advance and the actors walk from one to another as needed. All cos-

tume changes should be kept as simple as possible. When a character has to make a major costume change, be sure to arrange dialogue and stage business to cover the wait.

There is a definite possibility that motion picture film and live actors can be used together in giving a television play. As an example, living players may be seen leaving a room. The continuity is taken up by a short length of motion picture film showing the same players getting into a car and driving down the street. The action is then resumed by the living actors on another television set, showing their arrival at their destination, and continuing the play.

Wilfrid H. Pettitt is now engaged in writing a series of half-hour plays based on historic characters, taking advantage of the fact that television is ideal for costume plays. Several of the series have already been produced over the Thomas S. Lee Television Station, W6XAO, Los Angeles. As soon as the author has enough of these plays completed he is going to publish them in book form, at which time they will be offered for television on a royalty basis. Since the plays are also suitable for the stage, Mr. Pettitt should have a double source of income from them.

## WRITE OF THE AMERICAN SCENE

A word on trends by Agnes M. Reeve and Glenn R. Webster of the Oldest Writers' Service

Growing consciousness of the importance of Americana, now that we are old enough to have a past and a position in world affairs, should encourage writers to consider the Period Story as a form of fiction in which to depict life that is both regional and significant. While the material may be of the past, the technique will follow the accepted styles of modern fiction. Characters in historical fiction will demonstrate that people have not changed basically in action, feeling, or emotions although the stimuli and conditions around them have altered.

When treating the American scene of Today, instead of the Past, writers who wish to appear in the pages of popular periodicals should take note that ships run blockades, air liners take off and land with characters, men work or seek jobs, women have domestic problems, young love moves at a rapid pace, with actions colored by today's headlines.

Handling such material demands of the writer a knowledge of events of the hour, the opinions of the man on the street, the reactions of the young mother shopping for baby food. He chooses material with an eye to what may happen before his story appears in print. Gone is the day of the Closet Author, who comes up for air periodically, sees nothing significant or stimulating in his surroundings, and returns to the manufactured emotions and actions of his hero and heroine. To turn out successful fiction today the writer lives and writes as of today. He changes not only with the times—but before them.

The fiction of the year will lean more and more to the escapist type while taking into account the knowledge and interest of modern readers in the events of the times. It will leave to the non-fiction article field political and economic discussions—in other words, "The Grapes of Wrath" will probably not strike again.

## HOW WILL WRITERS FARE IN 1940-41? By THE EDITOR

**T**HE picture which it would delight every commentator on conditions in the writing field to paint is a picture of optimism, of a rapidly widening market, of increasing rates and alluring opportunities.

The picture which we must paint if we cling to sober reality will be definitely less glamorous. However, it need not be discouraging. The truth is beautifully expressed elsewhere in this issue by Lenora Mattingly Weber. When Mrs. Weber recently voiced these thoughts to members of the Colorado Authors' League, in her address as retiring president of that organization, her statement of the case so impressed us that we induced her to extend her remarks on paper for the benefit of a wider audience.

Some of the adverse factors of the writing situation are these:

First of all, competition in writing, as in other lines, is keener than ever. Just as there are not enough jobs to go around, so there are not enough manuscript markets for all. Moreover, as a consequence of the surplus of writers and material, especially in the great pulp field, rates are down. The good old days prior to 1930, when pulp magazines were bidding for writers with rates of two, three, and five or more cents a word, have gone with the wind. Average rates are now around one cent, with an alarming increase of markets offering only half a cent a word—and apparently finding plenty of takers at that price.

The reprint magazines have helped to depress the manuscript market. Pulp magazines made up largely of old stories purchased for a song or not paid for at all compete on the stands with magazines paying for original material. Until some action is taken compelling reprint magazines to label their contents prominently as such—just as manufacturers in other fields are compelled to label their goods so that the public will know what it is buying—these publications will continue to make the going tough for other magazines and their writers.



"Writing a short-story is part of your lesson assignment and I will NOT pay a cent a word!"

In the juvenile field, syndicate buying has curtailed the market. Several Sunday School juveniles, reaching different denominations and different readers, use the same stories—an economy for them but a deprivation to authors.

In the book field, there is the same chance that has always existed for a worth-while novel or non-fiction manuscript—and a best seller may rocket the author into fame and fortune. However, a vast number of books are put out on a starvation basis, so far as the author is concerned. In the field of circulating library books payment of a flat price of \$150 a novel is the rule, rather than the exception. Even when royalties are paid, a staggering number of books earn less than this amount for the author.

Writers for the slick-paper and literary magazines do not have to meet the competition of reprint periodicals, and they have not suffered a wholesale slash in rates; but they do face the stiff competition with other writers which prevails throughout the whole writing industry.

So much for the darker side. There is a brighter side to the picture.

Brightest phase of all is the fact that the writer is still in the enviable position of enjoying free competition in a free market. Other business face regulation, are subject to the stresses of labor dispute, mounting taxes, operating expenses, and the nightmare of obsolescence. Individual workers in other lines may be thrown out of jobs by the introduction of new processes, by technological advancement which replaces willing men and women workers—from cotton pickers to bookkeepers—with machinery. The writer faces no such direct threat to his livelihood.

As a member of society he is, of course, subject to general economic upheavals, but as long as magazines are published, writers will have to be paid to fill them. Cotton may be picked by machinery, bookkeeping may be handled by intricate calculating machines, everything from oranges to indexed records may be sorted by the electric eye; but stories, articles, poems—even the most routine hack work—will never be turned out by machinery. The writer is at least secure in the knowledge that he can never be rendered obsolete by technological progress. Indeed, new inventions may bring new opportunities, as have radio and television.

As for his market, every writer has an equal chance with every other to produce salable work. If his story is better than others, according to current editorial requirements, it will sell. There is tremendous satisfaction in this knowledge.

The phrase, "according to current editorial requirements," should be clearly stressed. Perhaps—as some claim—the best work is not always recognized. But beyond question the editor, from out of the great number of submitted manuscripts, accepts those which he deems most likely to interest the audience toward which his magazine is directed. Every writer has an equal chance to study the editor's standards, and the requirements of the reading public, and to prove himself capable of satisfying those standards.

This is a changing world—a bewildering era. But through it all the writer is secure in the knowledge that vast numbers of manuscripts are being purchased and published. The best prepared writers—those who have shown the determination to battle through inevitable discouragement—to study and work—to write and write and rewrite until they perfected themselves in their craft—are selling to these markets and will continue to sell.

## POPULAR FICTION IN 1940

By THOMAS H. UZZELL

*Literary Coach, Author of Narrative Technique, etc.*

**E**DNA FERBER, in a talk the other day, stated that the world is so unsettled that the creative writer can now write only two things: escape and propaganda. This dictum parallels the main thesis of one of the best recent books to appear on fiction, "The Novel and the Modern World," by Professor David Daiches, of the University of Chicago.

Great novels, in the sense we have always understood great novels, writes Professor Daiches, are today impossible. The world is in a transition from one culture, one set of beliefs to another, and until cultivated people as a whole can agree upon some new basic principles for the conduct of their personal lives, their politics, their international relations, the art of the novel will be seriously handicapped. The creative author, says Professor Daiches, speaks in two languages, that of specific conduct and that composed of the generally understood meaning of that conduct. Today these meanings, the old meanings (religion, virtue in women, parental authority, free competition in business, the democratic process in government) are questioned or gone entirely and they are the most important elements with which the fiction writer deals. The latter must assume an agreement with his reader on such matters before he starts to work. Without such agreements, he is compelled to formulate a new morality or philosophy as he proceeds, and this is manifestly impossible.

Edna Ferber is right as regards fiction with any pretense to literature, and I am not sure she isn't right with regard to popular fiction also. If you will

stop and consider for a moment the magazine fiction you have been reading the past year, you will realize that it comes close to being either escape or propaganda. The escape is furnished by those stories (for the old folks) which rather desperately recall the so-called good old days, generally back on the farm, with mother the center of the picture, and by those others (for the younger element) which exploit glamorously the entertainment, sport, and social worlds. The propaganda story is less frequently found—editors don't know what to propagandize! The safest bets have been the many, partially disguised, attacks on dictators, and the melodramatic exposures of out-and-out criminals in business.

During the coming year these tendencies will certainly prevail in fiction. The escape story—young love culminating on modern backgrounds with promise of an adequate drawing account (no overnight fortunes in business, though), husbands and wives finding happiness in their work and their children, the muscular young men winning in seasonal sports the while they reveal their love and good manners to smartly dressed heroines on the sidelines, the dazzling triumphs of the nemesis of gangsters in politics, the thrills of aviation centering around transoceanic flights, allied volunteer pilots in foreign lands, and romances on commercial planes in America, exploration in untamed jungles and on wind-beaten seas, and the still-welcome stories featuring "the American way" chiefly with the nostalgic yearning experienced by the man or woman fleeing from it all to find peace and



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10 Story Western  
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**memo:**

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FULTON OURSLER  
Editor-in-Chief

happiness amid the apple blossoms drifting down on memories of the past—all these possibilities should be examined for appeals for weary and baffled magazine readers in 1940.

As for the propaganda story—beware! I have already named the only safe bets and they must be handled with great skill, sometimes in symbolic form. If you wish to write and publish stories which drive home a moral or a conviction about life today, you will do well to identify those feelings which today are moving the masses of Americans with some unanimity. What are they? Desire to keep out of war, hatred of dictators, desire to see the democratic form of government triumph over the earth, devotion to the home, family and children as a refuge from life if not a school preparing for life (this seems to be a new tendency), and, finally, a groping and rather desperate but very real confidence in the inviolability of love wherever found. (This is even newer and offers exciting possibilities—watch it grow!)

It has always been a safe rule in fiction to avoid definitely controversial issues, issues, that is, on which your readers are likely to be evenly divided in their opinions. In the past, such issues have been divorce, specific creeds of religion, political party faiths, racial questions, miscegenation, and the like. These taboos still hold for short-stories of all grades, and for obvious reasons. In the months just ahead there will be additions to these taboos, though he who would attempt to name them all or be dogmatic about them would be presumptuous indeed. How about that tough one: is a woman's place in the home or the office? Ten years or so ago she was in both home and office and was most a heroine in the latter. That was when she was still rebelling against oppression by the male. Today that battle seems over; woman is accepted in the office, in any business, but she admits she'd rather be in the home. Today she has joined forces with her man to try to solve the problems of the long depression. To propagandize for woman's emancipation from home cares and responsibilities, today, is to be dated. The new stories will show husband and wife cooperating in new ways to avoid dangers faced by us all.

How about sex morality and the virtue of woman? For women to experiment with the new morality in the twenties was a great, frequently a gay, adventure; for her to have a "past" in the thirties was not so exciting, and today—tomorrow!—well, here again is chaos. My own belief is that most of the confusion in this field has been due to misinterpretation of Freudian doctrines fifteen to twenty years ago. Today the masses of readers are just beginning to misunderstand as the cultivated populace misunderstood just after the war. The misunderstanding is believing that sex freedom means license and polygamy in or out of marriage. The late Herr Professor, however, tried to teach that sex freedom at best means freedom to be happy within marriage and within monogamy. The cultivated reading world is just now beginning to digest this revolutionary principle (stated just forty years ago!) and, I suppose, novelists and story writers will be telling us about it—in another forty years. The marriages they will describe will not be made either in heaven or Hollywood.

Sex morality, capital and labor, the New Deal, moral systems vs. religion, political parties as such—these would seem to be the issues to avoid in the coming months in popular fiction. As for the novelists: if any one of them reading this thinks he has cornered wisdom on any of these subjects, I'd appreciate a brief outline by airmail special!



## THE CHALLENGE TO WRITERS

By **LENORA MATTINGLY WEBER**

*Author of stories in Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, McCall's, Liberty, etc.*

SEE no easy road ahead for writers. Time was when a writer with a snappy style and clever repartee could sell a flimsy story. But not now. Magazines are not having it easy. What with the price of paper going up, with radio getting much of the big advertising money, with readers shaky and bewildered by world affairs, magazine editors have become canny shoppers. With space and a budget limited they demand filler for their pages which is all wool and a yard wide. They are quick to discard anything that is sleazy and shoddy.

Some of the more pessimistic predict that before long people will be listening to stories instead of reading them. Somerset Maugham says that if that should come to pass, the cycle of the story will be completed. Long centuries ago "the story" began with listeners gathered about a flickering fire under an open sky listening spellbound to one man weaving together story threads. The present-day spinner of yarns would stand behind a microphone and his thousands of listeners would be grouped about their own firesides.

I doubt that radio and television programs will ever entirely usurp the written story, but there is no question but that they will make the game harder.

So that while the prospect is not gay or cheerful, it is challenging. With readers and editors more demanding, we writers will have to work harder and take less money. Perhaps some of us will have to eke out with other jobs; but the born writer is always a writer, and any job will be grist for his mill. As interpreters of life, we must see more clear-sightedly and far-sightedly. As writers we must write more honestly and sincerely—perhaps more kindly. As givers we

must be more generous—and never stint on whatever of excellence or helpfulness we can put into our stories. No, the road will not be smooth or easy, but it will be a hard-fought, satisfying one.

### THE MENACE OF REPRINTS

A word from **Harry Steeger**, president of Popular Publications

I wish that I might be able to give you some comment regarding the forecast for 1940, but so much depends on unforeseen factors that it seems almost impossible. I believe, however, that if some system could be found for doing away with the reprint magazines—or at least labeling them for what they are—this would be one of the best things that could happen to authors and legitimate publishers alike.

There are still a few authors who, apparently, do not know that by selling reprint rights they are forcing down their own rates and those of other writers at the same time.

### CONFUSED CONDITIONS WILL CLEAR

So predicts **Fanny Ellsworth**, editor of *Ranch Romances*

I feel that the magazine field will adjust itself in 1940 to the rather confused conditions that have prevailed during these past months. When the haze has blown away, it is my firm opinion that the magazines which have not let down their editorial quality and have continued to give their readers the best stories in their respective fields will keep their hold on the public.

## A NEWCOMER?

## WE'RE PLEASED TO MEET YOU!

Old friends are best in the publishing field as elsewhere. But at Fawcett Publications, the newcomer is greeted with the same warmth and courtesy as the established writer. We like newcomers. The editors of our magazines are eager to extend a helping hand to the promising writer who submits a first manuscript to us.

Those who have been writing for us over a period of years know what Fawcett Publications has to offer: Prompt service, check or rejection in ten days, two cents a word, minimum, for all confessions and fact detective material, co-operation between editor and writer, plus a steady, active and reliable market at all times.

These same benefits are extended to newcomers. Study our magazines, get in touch with our editors as to requirements, and send us your manuscripts. We've got the market if you've got the stories!

True Confessions  
Mechanix Illustrated  
Daring Detective  
Hollywood  
How to Build 20 Boats  
How to Build It  
Flying Manual

Romantic Story  
True  
Dynamic Detective  
Screen Life  
Good Photography  
Handyman's Home Manual  
Whiz Comics  
Master Comics

Real Life Story  
Starring Detective Adventures  
Motion Picture  
Movie Story  
Photography Handbook  
Model Builders' Handbook  
Slam-Bang Comics

## FAWCETT PUBLICATIONS, Inc.

1501 Broadway, New York, N. Y.

## THE ONE SAFE BET

**Beware of specialization, for there is just one sure type of story, says Christopher Carr, literary agent**

Not in ten years have the magazine publishers been in such a dither as they are at present. One publisher says the true story is the way to success. The result is a new batch of true-story magazines. The next publisher says no; the public wants to read and forget. It wants stories of fantasy, imagination. Hence the flurry of amazing stories, sinister stories, planet stories. No idea is too far-fetched for the publishers to try in an effort to ring the bell. Dozens of experimental titles are on the way. Some will make the grade; others will fall by the wayside.

Of course it's all good business for the writer, but if I were new to the game and just starting out in 1940, I would regard these mushroom growths with a wary eye. I would not specialize too narrowly. I know many a war-story, sea-story, and Foreign Legion writer who used to be tops in his field but who can't sell a story today. His field has disappeared.

If I were a new writer, just about to enroll in the school of writing experience. I should major in the good old love story. It is the one classification that goes on year after year, regardless of what the fad happens to be at the time. It is also the one classification that eventually gets big money. Nine tenths of the stories in the slicks are love stories. And if you want screen sales, and haven't got love, you might as well forget it.

Take a look at the top-flight writers in the magazine field today. Are they writing Westerns, air stories, fantastic stories, horror stories, war stories? No, they are writing love stories. The yarn may have an air, war, or possibly even a fantastic background, but primarily it is a story of romance.

## SHORT SHORTS CONTINUE IN FAVOR

**So asserts John Kieran, agent**

The short short-story appears to be in as much favor as ever, buyers ranging from the syndicates, which use about twenty-four a month, to the large pay markets such as *Collier's*, *Liberty*, *Elk's*, *American*, *Coronet*, etc. Various general groups want short shorts suited to their fields. *Household Magazine* pays \$50 each for those suitable for family reading; *Argosy* likes adventure, colorful backgrounds; *Popular Western* wants Westerns, and so on.

But the scores of users of short short-stories demand just that—a short short-story. This means that a plot is required, not a mere incident or a joke told in 1000 words or so. They require a central story situation, a plot, just as the longer short-story does, with the added requirement of a surprise ending.

## PREDICTIONS IN 1940

**Richard Tooker, literary coach, says it in verse**

Stalin may come and Finland go,  
And Hitler make more faces;  
John Bull will linger, France to show  
A hand of all four aces.  
Oh, time will tell, and so shall we—  
And boast if we don't miss it—  
But here's the truth by you and me,  
We'll hold that writing billet!

We'll hold that writing billet, yes!  
Crass death to him who says enough;  
Down come the rates to less and less,  
But up the banners, treat 'em rough!  
Fight on, you writers, make it pay—  
Two yarns for one, the job is done,  
And though bi-monthlies cloud the day,  
We'll keep the bad wolf on the run.

We'll hold that writing billet, boys,  
And girls who wear typewriter pants;  
World powers make of men mere toys,  
But, cinch it is, none win with "can'ts."  
So hold that writing billet, pards,  
And editors your best b'iled shirts,  
The folks are reading yards and yards,  
And that our business never hurts!

Bless Tiny Tim and Writer Jim  
And all our rich relations,  
We've got enough of pep and vim  
To take our castigations  
And ask for more and show the door  
To war and weeping, dammit!  
Hold, hold the fort, ye knights of yore,  
*They shall not pass the good old writing billet!*

## FOREIGN INVASION

**Writers turning to American markets will constitute a real threat, thinks Walter N. Des Marais**

There's a war over in Europe—and the U. S. markets will be invaded by foreign writers. Most of these writers are professionals who have mastered the job of writing to such an extent that a short period of analysis and slanting of stories will make the invading writers rather formidable.

Competition will be keen. The smart American writer will be forced to improve his product and spend more time on magazine study. No more banged-out material will have a chance. It will take a carefully written and plotted story to crash the markets.

*There's a Welcome for Every Author*

*and*

*A Place for Every Good Story at*

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## THESE QUALIFICATIONS PUT THE BUSINESS WRITER ON EDITORS' PREFERRED LISTS

By MARGARET A. BARTLETT

Managing Editor, Bartlett Service

"**W**HAT the trade journals of the country need," said a visiting trade-journal editor, "is a correspondent in every city who can be depended upon."

"Oh," he continued, "we're cluttered up with people who call themselves 'trade journal writers,' but there are scarcely a dozen worthy of the name. Good times or bad, there'll always be a market for the work of the correspondent who is reliable, dependable, careful and cooperative."

A short time later, talking with another editor high in the profession, I asked:

"How many first-class free-lance writers do you have?"

"Half a dozen to a dozen, perhaps. Mighty few that we can depend on for our kind of stuff."

In correspondence, I have broached the subject to various other editors, and the reply has always been the same. Not more than one reliable, dependable trade journal writer to every four states!

Tendency is for every editor to acquire after a few years a list of dependable feature writers. What are the qualifications which put a writer on this list?

**Reliability.** He must be able to get his facts straight at all times, and eschew all tendency to fabricate. "Greatest show on earth" tactics don't go in trade-journal writing. Every promotion isn't colossal, every advertising campaign does not have phenomenal results. Not every buyer has the sense of humor of one we contacted recently. "Let me show you a gem of a story," he said, pulling open a drawer of his desk. He handed us the clipping from a top-notch trade publication. It read beautifully! There was a minute description of a complicated window display. "The prettiest bit of imaginative writing I've ever seen. There's not a word of truth in it!" *That* time the writer got away with his fabrication. The next time he might not be so fortunate. A letter from the man he purportedly had interviewed would be scorching the editor's desk, and *that* writer would no longer find his contributions given a second glance.

**Dependability.** "He's a good writer, but I can't depend on him," commented one editor, referring to a certain contributor. There is a deadline to be made. A picture is needed. A wire is sent. No reply—no picture. The story has to be torn down; another substituted. The writer has failed the editor—and the editor won't forget!

**Thoroughness.** "This fellow can write, but he never does more than scratch the surface." Surface-scratching never put a trade-journal writer on the rolls of the preferred. He's got to puncture the arteries, put the life-blood of facts and figures into his material—stuff right out of the heart of a living store or other place of business!

**Cooperation.** Editors—even trade journal editors—are human. They have their idiosyncracies, and it pays to cater to them. The writer who sets himself up as a little literary god who knows more than the editor to whom he wishes to sell, will be a long time knocking at that editor's door without gaining admittance; but the one who maintains the "I'm out-to-please" attitude, "I'm yours-to-command," soon—granted other necessary qualifications—finds the door swings wide with electric-eye suddenness, at his approach. After

all, if an editor says, "Keep all features to 750 words," "Never submit a feature without a picture," "Summarize your interview; don't quote," or any one of a hundred personal preferences, why not conform? Why try to change his mind? (After all, it is he who writes the checks.)

**Carefulness.** "He may be accurate, but I'd never trust him." The editor making this remark was referring to a sloppy writer. His manuscripts were poorly typed—full of uncorrected typographical errors, with a ribbon so worn letters were cut into the paper, not printed. The name "Boscoe" might appear in the first paragraph; "Roscoe" in the fourth; "Bossie" in the last. Sentences were long, involved; ideas successfully smothered. Even the paper was dog-eared and sun-scorched. The manuscript fold was generally awry. The writer might have been an accurate reporter, a careful compiler of business facts, but appearances were all against him.

There is still a good field—a wide field—for the right kind of business-paper writer. Conditions at the beginning of 1940 are most promising. Editors are eager to welcome contributors who can be relied upon to do a careful, thorough job of interviewing; who can cover difficult assignments cheerfully; who can be depended upon to meet deadlines with pictures or additional information, and who have that spirit of cooperation which makes even an editor's life have its bursts of sunshine.

## We're still looking!

Every day the Postman dumps a load of manuscripts on our desks. Every day we go through these carefully. **EAGERLY** looking for stories that meet our requirements. And when we find one by a new author we're tickled pink. We **WANT** new blood. We want **YOU**, if you can give us stories of the character and quality we demand. Get a copy of these two magazines today—most newsdealers can supply you—study them carefully, and see if you haven't discovered a new and profitable market for your brain-children. Remember: we pay on **ACCEPTANCE**.

**RANCH ROMANCES**

Stories depicting the adventures and thrilling lives of the cowboy and cowgirl, of today and yesterday, with love interest.

You'll learn more by careful reading of the stories in one issue of this magazine than by a bookful of instructions from us. Get a copy today.

## WRITING IN BRITAIN ... NOW

By CHARLES H. LEA

Free-lance Author, Birmingham, England, Member National Union of Journalists

**T**HE bottom has dropped out of the market for free-lance writers in Great Britain.

Immediately war broke out, newspapers and periodicals decreased in size for two reasons.

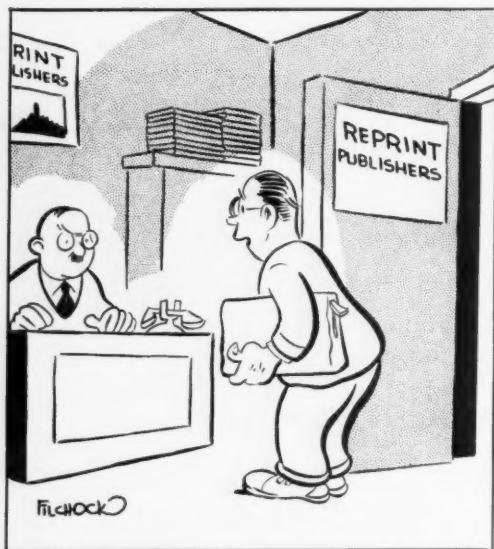
Firstly, proprietors feared that paper shortage would bring restrictions in the amount of paper they could use and an increase in the price of new stocks.

Secondly, advertisers cancelled their contracts.

In addition, the general public wanted to read nothing but war news, and newspapers, in particular, scrapped all their usual features and much of their general news interest.

This meant that smaller staffs were required and wholesale dismissals of staff men followed all over the country.

Trade papers amalgamated, popular papers ceased publication, weeklies became monthlies, and so the sad tale continued. Columns could be filled with a list of papers published before the war which have now disappeared.



"Second story man, ain'tcha?"

The setting up by the Government of a Ministry of Information offered hope for free-lances and dismissed staff men, but alas, after a month of war, it was revealed in the House of Commons that of a staff of 999 employed by the Ministry of Information only 43 were journalists, the rest being officials.

A few of the more important trade journals struggled on but they contained little beside Government instructions on commerce and industry. Local correspondents found that prominent people in particular trades had no time or inclination to talk to reporters and to give them stories, and many local offices were closed down.

What have all these out-of-work writers done? Some of them are hanging on, waiting for matters to improve. A few have been able to enlist in the Navy, Army or Air Force, and a few in national service work as air-raid precaution workers, as auxiliary firemen, as first-aid workers, as special police and so on. Some who were in the National Union of Journalists are in receipt of unemployment pay, and their colleagues fortunate enough to be still working are voluntarily

levying themselves to assist their less fortunate friends.

Editors, too, have found that they hover between employment and non-employment and that they can, therefore, sympathize with the outside contributor. Many editors have gone so far as to write friendly letters to contributors stating that they will use as much as they possibly can, but always with the proviso "if we continue to publish."

What of the future? Should the war last for three years, as the British government is prepared to see it, the writing game will be altered out of all recognition. Before long the public will be demanding light reading to brighten the gloomy days. The public cannot live on war news without suffering from mental indigestion, and periodicals which can bring laughter will be in demand. Theatres and cinemas, owing to possibilities of air raids, are restricted in their hours of opening; all the big towns are blacked out so that no bright lights are visible after dusk, and this means there is little incentive for the public to travel to places of amusement, especially in the winter months.

The radio has not yet proved itself a satisfactory entertaining agency, and the difficulties of transport, the needs of national service, and the engaging in other forms of work makes it impossible for many artists to reach the various studios to broadcast.

All this points to a revival of reading among the British public, and those periodicals which do survive the present period of uncertainty and panic will reap a harvest. As things settle down and munition works are in full swing, the public will have more money to spend, and with so many other avenues of spending cut off or cut down, it will spend money on periodicals and books.

The free-lance who can hold out until these times arrive will discover renewed opportunities and will find that the number of his rivals is far less than in peace time.

### THE SCREEN STORY FRONT

Current trends are reported by Adeline M. Alvord, Hollywood Agent and Critic

Good news from the screen story front comes for writers concerned over picture curtailment because of the European crisis. It is definitely stated by producers and editors that the studios will continue their regular schedules, with no limitation on quantity, the only restriction being on production cost. After all, it is highly unreasonable to assume that the fifth largest industry in the United States—motion pictures—can be annihilated by foreign war.

The types of material wanted will still be quite varied, as each studio, unlike a publisher, produces every sort of story. Fewer elaborate spectacles or costume films are planned, and the emphasis will be on lighter, less costly stories.

New writers still will be given the opportunity they seek in this field, if they can turn out material which is professional in quality. Originality is at a greater premium than ever, and strong plots, new treatment, and the knowledge of how material must be prepared for the screen, are essentials of success.

An interesting trend is revealed in the sale, by Paramount, of the publishing rights to a novel which they had first purchased for filming, as reported in *Motion Picture Herald*. The studios have often purchased book-length manuscripts, and if the practice continues of their selling the novel rights to publishers, writers may look for increased revenue by selling first to the studios.



# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

## FOR LITERARY WORKERS — PUBLISHED QUARTERLY MARCH, 1940

The Handy Market List offers, in brief, convenient form, the information of importance to writers concerning periodical markets. Constant vigilance is exercised to keep this quarterly list accurate and up-to-date; it is appreciated when readers call our attention to errors or omissions. The magazines are grouped under classifications designed to assist the writer in locating the markets for specific types of material. A few abbreviations are employed. M-20 means monthly, 20 cent a copy; 2-M, twice monthly; W, weekly; Q, quarterly. Figures indicate preferred word limits. "Acc." indicates payment on acceptance or shortly after; "Pub." indicates payment shortly before or after publication. When specific word rates are not given, "first-class rates" indicates a general average around 5 cents a word or better; "good rates," around 1 cent a word; "fair rates," around ½ cent a word. The parenthetical statement following title of magazine indicates the banner or name of publishing house; "S. & S." stands for Street & Smith; "Macfadden" for Macfadden Publishing Co., etc. The notation "Slow" or "Unsatisfactory" is a warning that delays or non-payment for material have been reported by contributors. It should be obvious that The Author & Journalist can assume no responsibility for the periodicals here listed, but merely publishes the available information for the guidance of readers. Submitted manuscripts should always be accompanied by return postage—preferably by stamped, addressed return envelopes—and copies should be retained as insurance against loss.

### A—GENERAL LIST

#### STANDARD PERIODICALS

**America**, 53 Park Place, New York. (W-10) Articles on topics of current interest affecting Catholics, up to 1800; short modern verse. Rev. Francis Talbot, S.J. \$25 per 2-page article, Pub.

**American Hebrew**, The, 48 W. 48th St., New York. (W-15) Articles on Jewish affairs, short-stories, Jewish background, American scene. Martin Panzer, ½¢ up, photos \$1 up, Pub.

**American Magazine**, The, (Crowell) 250 Park Ave., New York. (M-20) Short-stories 3500-6000; serials 50,000; short shorts 1500-1800; mystery novelettes 20,000-25,000; "Vignettes" under 500. Articles usually arranged for. Sumner N. Blossom; Albert Benjamin, fiction Ed. First-class rates, Acc.

**American Mercury**, The, 570 Lexington Ave., New York. (M-25) Reviews, comments, essays; serious and political articles, short-stories, up to 3000; verse. Eugene Lyons, 3¢ up, Acc.

**American Review**, The, 231 W. 58th St., New York. (M-25) Reviews, articles, comment. Prefers query. Seward Collins, 1¢, Pub. (Slow reports.)

**American Scholar**, The, (Phi Beta Kappa) 12 E. 44th St., New York. (Q-50) Scholarly, semi-technical articles, essays, about 3000; poems. Wm. Allison Shimer. \$3 to \$4 printed page, shortly after Acc.

**Arcadian Life**, Caddo Gap, Ark. (Bi-M-25) Folklore material, Ozark region. O. E. Rayburn. ½¢ up, Pub. Verse, prizes only.

**Asia**, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1000-4000. Oriental fiction; translations. Richard J. Walsh. \$15 a page, Acc.

**Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Edward Weeks. Good rates, Acc.

**Beaver**, The, Hudson's Bay Co., Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, anthropology, natural history in the Canadian North, up to 2500, illustrations essential. Clifford P. Wilson, 1¢, Pub.

**Better Living**, Elmsford, N. Y. (M) Inspirational articles, hobbies, sports, 500-1500. Theodor Swanson. 1½¢ up, Acc.

**Better Understanding**, P. O. Box 453, Palo Alto, Calif. (M-10) Miscellany with hard-of-hearing slant, up to 1200. Harvey Foreman. ¼¢, poetry 10¢ line, jokes 25¢, Acc.

**Canadian Geographical Journal**, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. ¼¢ up, Pub.

**Christian Century**, The, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Indefinite rates.

**Christian Science Monitor**, 1 Norway St., Boston. (D-3) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each; verse, art work, cartoon ideas. \$7 column, Acc. or Pub.

**Coast**, The, 130 Bush St., San Francisco. (M-15) Articles on West Coast subjects up to 3500; photos. Innis Bromfield, Edw. Bosley. 1¢ up, photo series \$20 up, Pub.

**College Humor**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.

**Collins**, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short-stories. Wm. L. Cheney. First-class rates, Acc.

**Columbia**, 45 Wall St., New Haven, Conn. (M-10) (Knights of Columbus) Articles of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3¢, Acc.

**Commonweal**, The, 386 4th Ave., New York. (W) Catholic review. Timely articles on literature, arts, public affairs, up to 2500; verse up to 16 lines. Philip Burnham, Edw. Skillin, Jr. ½¢, verse 40¢ line, Pub.

**Coronet**, (Esquire, Inc.) 919 N. Michigan Ave., Chicago. (M-25) High-calibre short-stories, lively and self-improvement articles; satirical sketches, up to 1500; fillers; short verse; artistic photos. Arnold Gingrich, Bernard Geis. \$75 up per story or article, fillers less, Acc.

**Cosmopolitan Magazine**, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels, non-fiction features. Articles of cosmopolitan interest 2000-4000. Harry Payne Burton. First-class rates, Acc.

**Cue**, 6 E. 39th St., New York. (W-10) Articles up to 1200 concerned with New York metropolitan and suburban activities, personalities, entertainment. Photos, occasional witty or satirical verse. Fillmore Hyde. Up to 5¢, Pub.

**Current History**, 420 Madison Ave., New York. (M-25) Articles on current political, industrial, economic, sociological trends, foreign affairs, personalities, national and international, 2000-3000. Photos, cartoons. E. T. Hill, John T. Hackett. 2-4¢, Pub.

**Desert Magazine**, The, El Centro, Calif. (M-25) Illustrated feature articles from the desert Southwest; hobbies, history, mining, desert homes and gardens, Indians, recreation, personalities, travel, etc., marked human-interest slant. Desert pictures. (Oversupplied with poetry.) Randall Henderson, 1¢, photos \$1 to \$3, Acc.

**Direction**, Darien, Conn. (M-15) Significant articles, short-stories, 1000-2000, progressive viewpoint. M. Tjader Harris, W. L. River. 1¢, Pub.

**Elks Magazine**, 50 E. 42d St., New York. (M-20) Adventure, romance, Western, mystery, historic short-stories; articles on up-to-date subjects, 5000; cartoons. Coles Phillips. \$100 to \$500, Acc.

**Esquire** (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-3000; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3¢ to 10¢, Acc.

**Events**, 1133 Broadway, New York. (M-25) Articles by authorities discussing world affairs, 2500-3500. Spencer Brodney. Rates by arrangement.

**Fair Winds**, 173 Fiske Ave., Westerleigh, S.I., N.Y. (Q-25) Authentic stories of old sailing ships and sailors, harbor views, log books, etc. W. M. Williamson. ¼¢, Pub.

**Film Fun**, (Dell) 149 Madison Ave., New York. (M-10) Jokes, quips, epigrams. Victor Bloom. \$1.50 to \$2, Acc.

**Foreign Service**, (V.F.W.) Broadway at 34th St., Kansas City, Mo. (M) Short-stories of interest to A. E. F. veterans up to 2500. Barney Yanofsky. 2¢ up, Acc.

**Fortune**, Time & Life Bldg., New York. (M-51) Articles with industrial tie-up. 95% staff-written. Some source material purchased. Russell W. Davenport, Mng. Ed.

**Forum**, 570 Lexington Ave., New York. (M-35) Challenging, controversial, personal-problem articles up to 3000, humor and freshness desirable; verse. Henry Goddard Leach. 2¢, Pub.

**Free America**, 112 E. 19th St., New York. (M-15) Political-economic, agrarian, decentralist articles up to 2000. George F. Havell. 2¢, Pub.

**Future**, 134 N. LaSalle St., Chicago. (M) Official publication U. S. Junior Chamber of Commerce. Articles up to 2500 wds., on subjects of interest to young men from 21 to 35. Brief achievement stories, with photos, 200. Gag cartoons, cartoon ideas. Felix B. Streycckmans. 1 to 2¢, photos \$2, Pub.

**Gay Book**, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2000, sex slant; verse 4-24 lines; jokes, skits, cartoon ideas, cartoons, photos. Wm. H. Kofoed. ½¢ to 1¢, Acc.

**Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.

**Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000-7000; serials up to 60,000; verse. Lee F. Hartman. First-class rates, Acc.

**Hobbies**, 2810 S. Michigan Ave., Chicago. (M-25) Material on hobbies, largely staff-written.

**Inspiration**, 1133 Broadway, New York. (M-25) Literary short-stories, articles, inspirational and patriotic (not flag-waving) 500-2500. H. B. Lieberman. 1¢, photos \$3, 40% Acc., 60% Pub.

**Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000-2000; Isaac Rosengarten. \$3 M., poems \$1 up, Pub. (Unsatisfactory.)

**Leatherneck**, Marine Barracks, 8th and I Sts., Washington, D. C. (M-25) Articles of military interest, 1¢ (\$25 maximum), Pub.

**Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000-5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.

**Literary Universalist**, The, Midlothian, Ill. (Q-25) Character delineation short-stories up to 2500. Robert Eugene Andre. ¼c after Pub.

**Lu-Lu**, (Sun Pubs.) 30 E. 8th St., Chicago. (M) Jokes, gags, very short humorous miscellany; cartoons. Gags \$1 minimum, cartoons \$4. Pub.

**Maclean's**, (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.

**Menorah Journal**, The, 63 5th Ave., New York. (Q-51) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

**Montrealer**, The, 1111 Beaver Hall Hill, Montreal, Que., Canada. (Bi-W) Light, satiric, smart short short-stories 1400. C. W. Cook. 1c, Pub.

**Nation**, The, 55 5th Ave., New York. (W-15) Articles on politics, literature, economics, up to 2400. 1½c, Pub.

**National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7500; photographs. Gilbert Grosvenor. First-class rates, Acc.

**National Jewish Monthly**, The, 1003 K St., N.W., Washington, D. C. (M-15) Short-stories, articles, essays, Jewish interest, 1000-3000. Edward J. Grusd. 1c, Pub.

**New Masses**, 461 4th Ave., New York. (W-15) Economic, sociological articles, progressive, anti-fascist; proletarian short-stories, sketches, poems, cartoons. No payment.

**New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated articles on New Mexico; rarely short-stories. George Fitzpatrick, \$10 to \$15 per article, Pub. Verse, no payment.

**New Republic**, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500-2500; sketches of character background 1000; short-stories 1500; exceptional verse, humor, cartoons. Bruce Bliven. 2c, Acc.

**New Yorker**, The, 25 W. 43rd St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; cartoons, cartoon ideas. Good rates, Acc.

**North American Review**, The, 424 Madison Ave., New York. (Q-51) Short-stories 6000-8000; articles, essays, poetry. Rates not announced.

**Opinion**, 122 E. 42nd St., New York. (M-25) Articles 2500-3000; short-stories 2000-3000; Jewish interest. Dr. Stephen S. Wise. 1c, Pub.

**Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter, Ed., Edward Lawson, Mng. Ed. No payment.

**Our Army**, 11 Park Place, New York, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. Carl Gardner. Up to ¼c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston, Mass. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. ½c up, poems \$1 up, Acc.

**Our Navy**, 1 Hanson Pl., Brooklyn, N. Y. (2M-25) Articles on modern naval subjects 2000-4000; action naval short-stories; photos. Varying rates, Pub.

**Outwitting Handicaps**, 12716 Tuller Ave., Detroit, Mich. (Bi-M-25) Personal recovery stories told in first person 1500-2000. Articles that contribute to mental uplift of the sick 500-1000. Interviews with prominent people on their health philosophies. Harry E. Smithson. ½c, Acc.

**Pacific Geographic Magazine**, (Pacific Overseas Society) Kohl Bldg., San Francisco, Calif. (M) Accurate, gripping material with photos on Pacific area. Clarence W. Martin. Indefinite rates.

**Philippine Magazine**, 217 Dasmariñas St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far-Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.

**Popular Psychology Guide**, (Astro Dist. Corp.) 67 W. 44th St., New York. (Q-25) Inspirational articles 1100-1200. Maxine Smith. ½c, Pub.

**Psychology**, (Lex. Pubs.) 381 Fourth Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field. Rates by arrangement; payment after Pub. (Very slow.)

**Railroad Magazine**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines, 1500-14,000. Railroad verse. Query on fact articles. Freeman H. Hubbard. 1½c up, verse 25c line, true tales 1c, Acc. (Overstocked.)

**Reader's Digest**, Pleasantville, N. Y. (M-25) Digests of published articles; occasionally original articles. Good rates, Acc.

**Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles. Edwin Balmer. First-class rates, Acc.

**Rotarian**, The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.

**Saturday Evening Post**, The, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 4000-6000; serials up to 90,000; lyric and humorous verse; skits, cartoons. Wesley Winans Stout. First-class rates, Acc.

**Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. ½ to 1c, photos \$2-\$3, Pub.

**Scribner's Commentator**, 101 Park Ave., New York. Factual articles on current events and personalities, 1500-2500. George K. Eggleston. Good rates, Acc.

**Southern Review**, La. State Univ., University, La. (Q-75) Literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.

**Spur**, The, 515 Madison Ave., New York. (M-50) Illustrated articles on sport, travel, art, personalities, leisure interests of the well-to-do, up to 2000, usually on assignment. Arthur Edwin Krows. Average, 2c, Pub.

**Story**, 432 4th Ave., New York. (Bi-M-40) Distinctive short-stories, "novelettes." Whit Burnett, Martha Foley. Moderate rates, Pub.

**10 Story Book**, (Sun Pubs.) 30 E. 8th St., Chicago. (M-25) Iconoclastic, unusual, bizarre short-stories up to 5000. Harry Stephen Keeler. Fair rates, Pub. (Slow.)

**This Week**, 420 Lexington Ave., New York. (W-newspaper supplement) Romance, mystery, adventure, humorous short-stories up to 3500; short-stories under 1500; short articles on popular science, adventure, glamorous personalities, sports, news, subjects making for a better America, up to 1500; inspirational editorials 800-1000; fillers, cartoons, short animal material; appealing animal photos. Mrs. William Brown Meloney. Short-stories \$150-\$1000; articles \$150-\$400, Acc.

**Toronto Star Weekly**, The, 80 King St., W., Toronto, Canada. (W-10) Feature articles, Canadian appeal. Novels, 45,000 or over; serials 18-40,000; short-stories 2-7000, war, love-adventure, romantic, mystery, sport, etc., themes. No "defeatist" material. A. H. Newman, fiction Ed. Varying rates, Acc.

**Town and Country**, 572 Madison Ave., New York. (M-50) Articles with photos on personalities, travel, sports, topical events, satire, unusual subjects and places, 1000-3000. Harry A. Bull. Varying rates.

**Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$3 to \$5 per photo, Pub.

**Virginia Quarterly Review**, 1 West Range, Charlottesville, Va. (Q-75) Exceptional literary, scientific, political essays 3000-5000; short-stories of high standard; little verse. Lawrence Lee. Prose, \$5 a page; verse 50c line, Pub.

**Westways**, 2601 So. Figueroa St., Los Angeles, Calif. (M-20) Articles 1500, photos of out-of-door California, natural science, history, biography. Phil Townsend Hanna. Payment by negotiation.

**Yale Review**, Box 1729, New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects 5000-6000. William Clyde De Vane, Edward S. Furniss, Arnold Wolfers. Good rates, Pub.

**Yankee**, Dublin, N. H. (M-25) Short-stories up to 2500, articles, essays, 1200-2500; fillers, photos, all of Yankee flavor. Robb Sagendorph. 1c, Acc. or Pub. (Overstocked till Fall.)

**Your Life**, The Popular Guide to Desirable Living, 354 4th Ave., New York. (M-25) Inspirational, helpful articles on living, 1200-2500; fillers. Douglas Lorton. First-class rates, Acc.

**Your Personality**, 354 4th Ave., New York. (Bi-M-25) Not on open market. Douglas Lorton.

## WOMEN'S AND HOME MAGAZINES

**American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000, 1c up, Acc.

**Beauty Arts Magazine**, 624 West End Ave., New York. (M-Professional edition for beauty shops; Salon edition for customers.) Trade and general articles, humorous anecdotes with a beauty-shop slant; short short-stories; photos, sketches. R. A. McCreary. ½c up, Pub.

**Cameo**, 56 Sparks St., Ottawa, Canada. (M-25) Feature articles and fashions 1000-1500; photos; art work. Harrison B. Williams. 1c up, photos \$3 to \$10, Acc.

**Canadian Home Journal**, 73 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women 2500. W. Dawson. Good rates, Acc.

**Catholic Women's World**, The, 600 S. Michigan Ave., Chicago. (M-25) Entertaining short-stories 2000-3000, novelettes 5-10,000, serials 20-40,000; domestic feature articles 1500-3000; cartoons. Florence E. Cox. About 1c, Pub. (Slow.)

**Chatelaine**, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories, love, married-life, parental problems, mystery, adventure, 3500-5000; short stories. Articles, Canadian interest, up to 2000. Byrne Hope Sanders. 1c up, Acc.

**Everywoman's Magazine**, 501 Madison Ave., New York. (M-31) Love, romance, humor short-stories up to 6000; serials, 3-4 parts, 6000 each; articles 1000-1500; short verse. Elita Wilson. \$35 to \$150, Acc.

**Fan Fare**, Balfour Bldg., 351 California St., San Francisco, Calif. (Bi-W) Short-stories 3500; illustrated articles, 3000, domestically slanted, "fan" theme desired—radio, movies, sports, travel, hunting, adventure, etc. Short lengths \$5, longer \$10, Acc.

**Glamour**, (Conde Nast) 420 Lexington Ave., New York. (M-15) Articles on Hollywood and fashions, usually staff prepared.

**Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000; serials. Feature articles, verse. W. F. Bigelow. 5c up, Acc.

**Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Short-stories, George Davis. Good rates, Acc.

**Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500; love, outdoor, domestic short-stories 4000-5000; serials 60-80,000; verse. Claude Wier. 1½c up, photos \$2 up, Acc.

**Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500-5000; serials 20,000-30,000. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

**Independent Women**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic matters, business and professional women's problems, stories of women's success in business, 1200-2000. Verse 2-5 stanzas. Winifred Willson. \$10-\$35 per article, verse \$2-\$3, Acc.

**Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) articles 3000-5000; short-stories 5000-7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

**Mademoiselle**, (S. & S.) 1 E. 57th St., New York. (M-25) Short-stories of smart young women, ages 17-30, 1500-3000; articles up to 2500; light, brisk, personality sketches; cartoons. Betsy Talbot Blackwell. 2c, \$50 per short-story, Pub.

**Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins, 1c, Pub.

**McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) Serials, complete novels, short-stories, short-story articles (850 wds.) Otis L. Wiese. First-class rates, Acc.

**National Home Monthly**, (Home Pub Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) illustrated feature articles; short-stories, 3500-6000; novelettes, serials 40,000-60,000; verse. L. E. Brownell. Good rates, Acc.

**Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, homemaking, etc. 2000-2500. Clara Savage Littledale. 1 to 1½c, Acc.; jokes, recipes, childhood and teen-age problems, \$1 each, Pub.

**Vogue, Incorporating Vanity Fair**, (Conde Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, etc., 1500-2000; photos. No poetry, no fiction. Edna W. Chase. Good rates, Acc.

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Women's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

## ALL-FICTION OR "PULP" MAGAZINES

### GENERAL ADVENTURE

(Also Special Classifications not Grouped Elsewhere)

**Adventure**, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1½c up, fillers 1c, Acc.

**Adventure Novels and Short Stories**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Western, adventure, detective short-stories, novelettes, up to 15,000. A. J. Sundell. ½ to 1½c, Pub. (Slow.)

**Argosy**, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-25,000; serials up to 75,000 (installments 10,000-12,000). George W. Post. Good rates, Acc.

**Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes, serials. Real-experience contests. Donald Kennicott. Good rates, Acc.

**Doc Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Action-adventure short-stories about 4000, American heroes, any locale. John L. Nanovic. 1c up, Acc.

**Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery novels 15,000-20,000, love interest. F. A. McChesney. 1½c, Acc.

**Jungle Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes of the African jungles. Malcolm Reiss. 1c, Acc.

**Short Stories**, 9 Rockefeller Plaza, New York. (2-M-25) Adventure, mystery, outdoor short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000; fillers 50-500. True adventures up to 1000. Dorothy McIlwraith. Good rates, Acc.

**South Sea Stories**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (Bi-M-20) Romantic-adventure stories. South Sea locale, modern treatment 3-20,000. Stress glamour. B. G. Davis. 1c up, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. director. 1c up, Acc.

**12 Adventure Stories**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Adventure short-stories. Harry Widmer, ½c, Acc. (Stocked at present.)

### DETECTIVE—CRIME—MYSTERY—GANGSTER

**Ace G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c, Acc.

**Avenger**, The, (S. & S.) 79 7th Ave., New York. (M-10) Complete novel by arrangement. Fast-paced, modern short-stories, detective heroes. John L. Nanovic. 1c up, Acc.

**Black Book Detective**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel arranged for. Fast-action detective short-stories. Leo Margulies, editorial director. ½c, Acc.

**Black Mask**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (M-20) Crime-detective fiction. ½c up, Acc.

**Bull's Eye Detective**, (Fiction House) 461 8th Ave., New York. (Q-20) Detective-mystery short-stories, plenty of atmosphere, 2000-6000; Malcolm Reiss. 1c, Acc. (Overstocked.)

**Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-paced, lively detective stories, woman interest, strong menace, unusual conditions; short-stories up to 5000; novelettes 8-25,000. John L. Nanovic. 1c up, Acc.

**Detective and Murder Mysteries**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Action and intrigue; cleverly plotted short-stories and novelettes. A. J. Sundell. ½c up, Pub. (Slow.)

**Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-7000; novelettes 10,000-25,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000. Charles Ingerman. Good rates, Acc.

**Detective Novels**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective novels, 25,000; short-stories. Leo Margulies, editorial director. ½c, Acc.

**Detective Short-Stories**, (Red Circle) 330 W. 42d St., New York. (Bi-M-10) Detective short-stories up to 7000. Robert O. Erisman. ½ to 1½c, Acc.

**Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories 2500-5000; novelettes up to 20,000. Hazlett Kessler. 1c up, Acc.

**Detective Tales**, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories, crime background, up to 4000; detective-mystery-menace novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1½c up to 3000, 1c up over 3000, Acc.

**Detective Yarns**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M) Detective short-stories, novelettes. A. J. Sundell. ½c up, Pub. (Slow.)

**Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-20) Mystery, action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

**Double Detective**, (Munsey) 280 Broadway, New York. (M-15) Mystery, crime, detective short-stories 1000-7000, novelettes 10,000-13,000. Novels 35,000. Paul Johnston. Good rates, Acc.

**Gangland Detective**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M) Short-stories, novelettes, of sensational crime and underworld theme. ½c, Pub. (Slow.)

**Ghost, Super-Detective, The**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel on assignment. Short detective and crime stories 1000-6000. Leo Margulies, Ed. director. ½c, Acc.

**G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of F.B.I. 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

**Operator No. 5**, (Popular) 205 E. 42d St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, Ed. director; Loring Dowst, Editor. 1c, Acc.

**Phantom Detective**, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Popular Detective**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000. Leo Margulies. ½c, Acc.

**Secret Agent "X"**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective, G-man short-stories, Harry Widmer. ½c up, Acc. (Stocked at present.)

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500-6000, detective or police heroes. John L. Nanovic. 1c up, Acc.

**Spider**, The, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories of volunteer crime fighters up to 5000; novel arranged for. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c up, Acc.

**Strange Detective Mysteries**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Bizarre mystery-detective short-stories up to 6000, novelettes 9-10,000, novels 15,000. Rogers Terrill, Ed. Dir.; Willard Crosby, Ed. 1c up, Acc.

**Street & Smith's Mystery Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories, novelettes up to 15,000, dealing with conflict between the law and underworld. John L. Nanovic. 1c up, Acc.

**Ten Detective Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories 1500-5000, novelettes 10-12,000, woman interest welcome. Harry Widmer. 1c, Acc. or shortly after.

**10-Story Detective**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Short-stories 3000-5000, novelettes 10-12,000. Harry Widmer. ½c up, Acc.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Spy Stories**, (Thrilling) 22 W. 48th St., New York. (Q-10) Spy short-stories, novelettes. Leo Margulies. ½c, Acc.

**Variety Detective**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective short-stories 3000-5000, novelettes 10,000. Harry Widmer. ½c, Acc.

### WESTERN; MALE INTEREST

**Ace High**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Western short-stories, novelettes. ½c, Acc.

**Action-Packed Western**, (Blue Ribbon) 60 Hudson St., New York. (M-15) Western short-stories, novelettes, novels. Cliff Campbell. ½ to 1½c, Pub. (Slow.)

**Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Swift-moving Western novelettes. Malcolm Reiss. 1c, Acc.

**Big Book Western**, (Popular) 205 E. 42nd St., New York. (M-15) A few short stories 5000, Western novelettes 10,000; novels 30,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. ½c, Acc.

**Blue Ribbon Western**, (Blue Ribbon) 60 Hudson St., New York. (M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. ½ to 1½c, Pub. (Slow.)

**Complete Northwest**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Action short-stories Northwest Mounted, logging, mining, 2000-15,000; novels 20-40,000. A. J. Sundell. ½c up, Pub. (Slow.)

**Complete Western Book**, (Red Circle) 330 W. 42d St., New York. (M-15) Western short-stories 5000-7500; novels 60,000. Robert O. Erisman. ½ to 1½c, Acc.

**Crack Shot Western**, (Munsey) 280 Broadway, New York. (Bi-M) Reprint Western fiction.

**Dime Western Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.



**Double Action Western**, (Blue Ribbon) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes 20-15,000; novels 20,000-40,000. Cliff Campbell,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Pub.

**44 Western**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Western short-stories 4000-6000, novelettes 9000-15,000. Willard Crosby, 1c up, Acc.

**Frontier Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Western historical short-stories, novelettes, fact stories, preferably of covered-wagon days. Malcolm Reiss, 1c, Acc.

**Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, colorful stories, ranch-and-range locale, good woman interest 10,000. Malcolm Reiss, 1c, Acc.

**Masked Rider Western** (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novels arranged for on assignment. Leo Margulies, editorial director,  $\frac{1}{2}$ c, Acc.

**New Western**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Western fiction.  $\frac{1}{2}$ c, Acc.

**Popular Western**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Western short-stories 1000-7000; novelettes 8000-10,000; short novels up to 15,000. Leo Margulies,  $\frac{1}{2}$ c, Acc.

**Range Riders**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novels on assignment; short-stories 1000-6000.  $\frac{1}{2}$ c, Acc.

**Real Western**, (Blue Ribbon) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Pub.

**Red Seal Western**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Western short-stories 5000, novelettes 10-12,000. Harry Widmer,  $\frac{1}{2}$ c up, Acc.

**Rio Kid Western, The**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novel on assignment. Pioneer and frontier short-stories 1-6000. Leo Margulies, Ed. director,  $\frac{1}{2}$ c, Acc.

**Smashing Western**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Western short-stories, novelettes, 2000-15,000; novels 20-40,000. Cliff Campbell,  $\frac{1}{2}$ c, Pub. (Slow.)

**Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000; novels 18,000. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

**Sure-Fire Western**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Western short-stories, novelettes 10-15,000. Harry Widmer,  $\frac{1}{2}$ c up, Acc. (Stocked at present.)

**10 Story Western**, (Popular) 205 E. 42nd St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

**Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Fast-moving, action-packed short-stories. Western law man's viewpoint, 1000-6000. Leo Margulies, 1c up, Acc.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies, 1c up, Acc.

**Top-Notch Western**, (Red Circle) 330 W. 42d St., New York. Western novelettes, short-stories, Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Two-Gun Western**, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Western novelettes 10,000-15,000. Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Variety Western**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western short-stories 3000-5000, novelettes 12,000. Harry Widmer,  $\frac{1}{2}$ c, Acc.

**West**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novels arranged for on assignment. Leo Margulies, editorial director,  $\frac{1}{2}$ c, Acc.

**Western Aces**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) Emotional Western short-stories up to 5000; novelettes 10,000 and 15,000, with strong human interest—range, outlaw, mines, etc. Harry Widmer,  $\frac{1}{2}$ c up, Acc. or shortly after.

**Western Action**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 20,000-40,000. Cliff Campbell,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Pub.

**Western Fiction**, (Red Circle) 330 W. 42nd St., New York. (Q-15) Western short-stories, 3000-7000; novelettes 20,000. Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Western Novel and Short Stories**, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Western short-stories 5000-7000; novelettes 10,000-20,000; novels 60,000. Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Western Short Stories**, (Red Circle) 330 W. 42nd St., New York. (Q-10) Western short-stories up to 7000. Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 20,000; serials up to 65,000, 12,000-word installments. John Burr, Good rates, Acc.

**Western Trails**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western action short-stories up to 5000; novelettes 10-12,000. Harry Widmer,  $\frac{1}{2}$ c up, Acc. or shortly after.

**Western Yarns**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M) Western short-stories, novelettes. Cliff Campbell,  $\frac{1}{2}$ c, Pub. (Slow.)

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories 3000-4000, novelettes 10-12,000; novels 20,000; 6-part serials up to 60,000. F. L. Stebbins, Jr. Good rates, Acc.

#### SPORT

**Ace Sports**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) All sports, college and pro, 3 months in advance of season. Sports 5000 or less, novelettes 10-12,000; strong character conflict. Harry Widmer,  $\frac{1}{2}$ c up, Acc. or shortly after.

**Athlete**, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories 5000-6000, novelettes 10,000-12,000. Query on fact articles 4000-6000. Charles Moran. Good rates, Acc.

**Best Sports**, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Blue Ribbon Sports**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell,  $\frac{1}{2}$ c up, Pub. (Slow.)

**Bull's Eye Sports**, (Fiction House) 461 8th Ave., New York. (Q-20) Sport short-stories 3000-6000, novelettes 10-15,000. Malcolm Reiss, 1c, Acc. (Overstocked.)

**Complete Sports**, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Sport short-stories, novelettes, Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton, 1c up, Acc.

**Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss, 1c, Acc. (Overstocked except on current-interest ring articles.)

**Popular Sports** (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000. Book-length novels by arrangement. Mature angle, slight woman interest allowed. Leo Margulies,  $\frac{1}{2}$ c, Acc.

**Sports Action**, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Sport short-stories 4000-7000. Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Sports Fiction**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Sport short-stories, novelettes 2000-15,000. A. J. Sundell,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Pub. (Slow.)

**Sports Novels**, (Popular) 205 E. 42d St., New York. (Bi-M-10) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay, 1c up, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Competitive sport short-stories up to 5000; novelettes 10-12,000. (Query on serials and articles.) Charles Moran. Good rates, Acc.

**Sports Winners**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Pub. (Slow.)

**Ten Story Sports**, (Blue Ribbon) 60 Hudson St., New York. (M) Sport short-stories, novelettes 2000-15,000. A. J. Sundell,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Pub. (Slow.)

**Thrilling Sports**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies, 1c up, Acc.

**12 Sports Aces**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Sport short-stories 3000-5000, novelettes 10,000. Harry Widmer,  $\frac{1}{2}$ c, Acc.

#### WAR—AIR—AIR-WAR

**Aces**, (Fiction House) 461 8th Ave., New York. (Q-20) Air short-stories, novelettes, novels. Malcolm Reiss, 1c, Acc.

**Air Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Aviation short-stories, novelettes, novels. Malcolm Reiss, 1c, Acc.

**Battle Birds**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Air-war short-stories, novelettes,  $\frac{1}{2}$ c, Acc.

**Captain Combat**, (Fictioneers, Inc.) 210 E. 43rd St., New York. Air-war short-stories, novelettes,  $\frac{1}{2}$ c, Acc.

**Civil War Stories**, (Fiction House) 461 8th Ave., New York. (Q) Civil War short-stories, novelettes, 1c, Acc.

**Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay, 1c up, Acc.

**Fighting Aces**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) War-air stories,  $\frac{1}{2}$ c, Acc.

**G-8 and His Battle Aces**, (Popular) 205 E. 42d St., New York. (M-10) Closed market. Wm. Fay.

**Lone Eagle, The**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling old-war and to-day's war-air and commercial air short-stories 1000-6000. Leo Margulies, Ed. director, 1c up, Acc.

**Sky Aces**, (Ace Mags.) 67 W. 44th St., New York. (Q-15) Not now in market for MSS. Herb Powell.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling old world war and today's war-air short-stories 1000-6000, novels 15,000. Leo Margulies, Ed. director, 1c up, Acc.

**Wings**, (Fiction House) 461 8th Ave., New York. (Q-20) Modern, up-to-date war-air novelettes 15,000. Malcolm Reiss, 1c, Acc.

#### SUPERNATURAL—WEIRD—HORROR

**Dime Mystery**, (Popular) 205 E. 42nd St., New York. (M-10) Thrills, fantastic detective-mystery action in novels 17,000; novelettes 9000-10,000; short-stories up to 5000; love interest. Rogers Terrill, Ed. director; Steve Farrelly, Ed. 1c up, Acc.

**Horror Stories**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, Ed. Dir.; Steve Farrelly, Ed. 1c up, Acc.

**Mystery Tales**, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Horror-mystery short-stories, novelettes; beautiful heroines, lustful villains. Robert O. Erisman,  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Sinister Stories**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Terror-mystery fiction.  $\frac{1}{2}$ c, Acc.

**Startling Mystery Magazine**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Short-stories, novelettes of eerie mystery and terror with sex elements.  $\frac{1}{2}$ c, Acc.

**Strange Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Weird, uncanny short-stories, novelettes. Leo Margulies, Ed. director,  $\frac{1}{2}$ c, Acc.

**Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest. 5000; novelettes 10,000; novels 17,000. Rogers Terrill, Ed. director; Steve Farrelly, Ed. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on 20,000-word lead novels. Leo Margulies, 1c up, Acc.



**Uncanny Tales**, (Red Circle) 330 W. 42d St., New York. (Bi-M) Sex-horror short-stories, novelettes. Robert O. Erisman.  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Weird Tales**, 9 Rockefeller Plaza, New York. (M-15) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; verse up to 30 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

### SCIENCE FICTION—FANTASY

**Amazing Stories**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-20) Science-fiction short-stories 2000-5000, novelettes 10-12,000; novels 15-30,000; non-fiction science articles 500-1500. B. G. Davis. 1c up, Acc.

**Astonishing Stories**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Science short-stories novelettes.  $\frac{1}{2}$ c, Acc.

**ASTOUNDING Science Fiction**, (S. & S.) 79 7th Ave., New York. (M-20) Science short-stories up to 6000, novelettes 10-12,000, 15-18,000; serials 24-60,000. John W. Campbell, Jr. 1c up, Acc.

**Captain Future**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novel on assignment. Short pseudo-science stories 1-6000. Leo Margulies, Ed. director.  $\frac{1}{2}$ c, Acc.

**Famous Fantastic Mysteries**, (Munsey) 280 Broadway, New York. (M-15) Fast-moving science-fiction, space-adventure, weird short-stories 4000-9000. Miss Mary Gnaedinger. Good rates, Acc.

**Fantastic Adventures**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-20) Pseudo-scientific short-stories 2500-6000, novelettes 10-12,000, 15-30,000. B. G. Davis. 1 to 2c, Acc.

**Future Fiction**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Pseudo-science, fantasy short-stories, novelettes.  $\frac{1}{2}$ c up, Pub. (Slow.)

**Marvel Tales**, (Red Circle) 330 W. 42d St., New York. (Bi-M-15) Sex-horror stories with future science or fantastic background 2000-10,000. Robert O. Erisman.  $\frac{1}{2}$  to  $\frac{1}{4}$ c, Acc.

**Planet Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Thrilling short-stories, novelettes of other worlds, future science. Malcolm Reiss. 1c, Acc.

**Science Fiction**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M-15) Pseudo-science short-stories, novelettes.  $\frac{1}{2}$ c up, Pub.

**Startling Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length science-fiction novels, short-stories. Leo Margulies, Ed. director.  $\frac{1}{2}$ c up, Acc.

**Super Science Stories**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Science-fiction short-stories, novelettes.  $\frac{1}{2}$ c, Acc.

**Thrilling Wonder Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up, Acc.

**Unknown**, (S. & S.) 79 7th Ave., New York. (M-20) Short-stories, novelettes, novels, of pure fantasy. Off-trail verse up to 16 lines. John W. Campbell, Jr. 1c up, Acc.

### WESTERN LOVE FICTION

**North West Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) North-West short-stories, novelettes, romantic flavor. Malcolm Reiss. 1c, Acc. (Overstocked.)

**Ranch Romances**, (Warner) 515 Madison Ave., New York. (Bi-M-15) Western love short-stories 4000-6000; novelettes 10-12,000; novels 25-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

**Rangeland Romances**, (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000, novelettes 9000; novels 15,000, articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

**Romance Round-up**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western love short-stories 3000-5000, novelettes 10-12,000. Harry Widmer.  $\frac{1}{2}$ c up, Acc.

**Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 3000-5000, novelettes 8500-10,000; novels 12,500. Marion E. Millhauser. 1c up, Acc.

**Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000; mostly girl's viewpoint. Leo Margulies. 1c up, Acc.

### ROMANTIC LOVE

**All Story Love**, (Munsey) 280 Broadway, New York. (W-10) Romantic fiction based on emotional conflict; short-stories 4000-7000; novelettes up to 12,000; short serials 25,000-30,000. Miss Amita Fairgrieve. Good rates, Acc.

**Complete Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn.  $\frac{1}{2}$ c, Acc.

**Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c, Acc.

**Love Fiction Monthly**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Plausible, well-written love short-stories 2000-7000; strongly dramatic novelettes 8000-12,000. Romantic verse. Rose Wyn. 1c up, verse 25c line, Acc.

**Love Novel of the Month**, (Munsey) 280 Broadway, New York. (Bi-M) Novels 40-50,000, short-stories. Amita Fairgrieve. 1c up, Acc.

**Love Short Stories**, (Fictioneers, Inc.) 210 E. 43rd St., New York. (Bi-M) Romantic fiction.  $\frac{1}{2}$ c, Acc.

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Modern love short-stories 3000; novelettes 6500, 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

**Popular Love**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies. 1c up, Acc.

**Romantic Love**, (Blue Ribbon) 60 Hudson St., New York. (Bi-M) Third person love short-stories, novelettes up to 15,000. Lois Allen.  $\frac{1}{2}$  to 1c, Pub.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Modern young-love short-stories, strong conflict, 4500-7500. No short shorts or serials. Novels 25,000-30,000, novelettes 10,000-20,000. Jeanne Hale. 1 to  $\frac{1}{4}$ c, Acc.

**Ten Story Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1c up, Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

**True Love Letters**, (Macfadden) 122 E. 42nd St., New York. First-person stories, articles involving love letters. Lyon Mearson. 2c, Acc.

**Variety Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn.  $\frac{1}{2}$ c up, Acc.

### SEX FICTION

**Breezy Stories**, 55 W. 3rd St., New York. (M-15) Love short-stories with sex interest 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Pub. (Slow.)

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventure short-stories involving girls and love up to 5000. Lawrence Cadman. 1c, Acc.

**Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong girl interest. Lawrence Cadman. 1c, Acc.

**Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Mystery short-stories with girl interest 2500-5500, eerie and terror angles. Lawrence Cadman, 1c, Acc.

**Spicy Western Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Western short-stories, up to 5000, realistic girl-love interest. Lawrence Cadman, 1c, Acc.

**Stocking Parade**, **The**, (Arrow Pubs.) 125 E. 46th St., New York. (M) Clever, sexy short-stories, 2500-3500, short shorts 1000; fictionalized articles up to 2500; verse, jokes, fillers. Fair rates, Pub.

### TRUE CONFESSION

**Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieferant, 2 to 4c, Acc.

**Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person real-life short-stories up to 7500; 3 and 4-part serials 6000-7500 per installment; short shorts under 3000; book-lengths 18-20,000; true letters 1000; frequent contests for big cash prizes. Helen J. Day. 2c, Acc.

**Personal Romances**, (Ideal) 122 E. 42d St., New York. (M-10) First-person romances, confession type, strong emotional problem; development of character through experience, 2000-5000, novelettes 6000-7500; light verse. Ethel M. Pomeroy. 1c, Acc.

**Popular Romances**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Dramatic, sensational first-person love stories 1000-10,000. Leo Margulies, Ed. Dir.  $\frac{1}{2}$ c, Acc.

**Real Life Story**, (Fawcett) 1501 Broadway, N. Y. (M) First-person, confession short-stories, serials, accent on biographical details. Miss Beatrice Lubitz, Supervising Ed. 2c up, Acc.

**Romantic Story**, (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, strong romantic-sex angles 4000-7000, serials up to 15,000, articles 3000-4000; short shorts 1000-2500. Miss Beatrice Lubitz, Supervising Ed. 2c up, Acc.

**Secrets**, (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life. Shorts 3000-6000, novelettes 15,000. Rose Wyn. Up to 2c, Acc.

**Thrilling Confessions**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sensational, real life, first-person love stories 1000-8000. Leo Margulies, Ed. director. 1c, Acc.

**True Confessions**, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex and romance problems; novelettes 20,000, serials up to 25,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz. 2c up, Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000.

### TRUE DETECTIVE

**Actual Detective**, 731 Plymouth Ct., Chicago. (M-15) Fact detective stories of crimes involving women. H. A. Keller. 2c, Acc.

**Complete Detective Cases**, (Red Circle) 330 W. 42nd St., New York. (Bi-M) Fact articles on crime cases with sex, horror, and gore elements, 4000-6000, official by-lines preferred. Gene Farnshell. 1c up, photos \$2 to \$3, Acc.

**Crime Confessions**, 11 E. 44th St., New York. (M-15) First-person stories by persons involved in current crimes, 3000-8000; particularly convicted women criminals. Lionel White.  $\frac{1}{4}$ c, photos extra, Acc.

**Crime Detective**, 11 E. 44th St., New York. (M-25) Fact detective stories, current, human emotion, sex angle 3000-5000; pictures dealing with crime. Lionel White.  $\frac{1}{4}$ c, photos extra, Acc.

**Daring Detective** (Country Press) 1501 Broadway, New York. (M-15) All types dramatic fact crime stories with photos up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 2c up, Acc., photos \$3, Pub. Query.

**Dynamic Detective**, (Country Press) 1501 Broadway, New York. (M-10) All types dramatic fact crime stories with photos up to 5000. Leonard W. Diegre. 2c up, Acc., photos \$3, Pub. (Query.)

**Front Page Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories of detective investigations, preferably under official by-lines; strong woman and mystery elements necessary. Hugh Layne. 2c, photos \$3, Acc.

**Headline Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories with pictures involving crimes of passion up to 5000. Good mystery angle necessary. Official by-line preferred. West F. Peterson.  $\frac{1}{4}$ c, photos \$3, Acc.

**Inside Detective** (Dell) 149 Madison Ave., New York. (M-10) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. W. A. Swanberg. 2c up, photos \$3 up, Acc.

**Master Detective, The**, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

**Official Detective**, 731 Plymouth Ct., Chicago. (M) True detective crime-detection stories under official by-line 5000-7000; photos. H. A. Keller. 2c, Acc.

**Real Detective**, 250 Park Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposures. Arthur Melford. 1½c, photos \$2 to \$3, Acc. Buys very few outsider stories.

**Startling Detective Adventures**, (Country Press) 1501 Broadway, New York. (M-15) All types dramatic true detective stories, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. Leonard W. Diegre. 2c up, Acc, photos \$3, Pub., cartoons \$5, Acc. (Query.)

**True**, (Country Press) 1501 Broadway, New York. (M-25) Sensational, illustrated articles of wide general interest. First and third person fact detective stories, exposes of vice and graft, tales of high adventure, some sex; must be accompanied by photographs, 1000-5000. Horace Brown. 2c up, photos \$3, Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c, photos \$2 to \$5, Acc.

**Undercover Detective Stories**, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; fillers on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

## RURAL—AGRICULTURAL

### BROAD GENERAL APPEAL

**American Agriculturist**, Savings Bank Bldg., Ithaca, N.Y. (Bi-W) Poems \$2 apiece, Pub. Cartoons. E. K. Eastman.

**Canadian Countryman**, 204 Richmond St., W., Toronto, Canada. (W) Adventure short-stories 3-4000. Daniel McKee. Varying rates, Pub.

**Copper's Farmer**, Topeka, Kan. (M) Authenticated experience articles on farming 300-800; jokes. Ray Yarnell. 1c up, jokes \$1, Acc.

**Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-5) Short-stories 3500-6000; serials; general articles 2000-3500; articles for women; humorous sketches; jokes. Philip S. Rose. First-class rates, Acc.

**Country Guide and Nor' West Farmer**, Winnipeg, Manitoba, Canada. (M-5) First or second rights to serials 50-80,000, short-stories 2500-4500, rural appeal. Girl's page items, household photos; verse. Amy J. Roe, household Ed. ½c up, Acc.

**Family Herald and Weekly Star**, P. O. Box 4005, Place D'Armes Postal Sta., Montreal, Que., Canada. (W-5) A farm and rural home magazine. Short-stories; featurettes on live or curious topics, 600-1500, photos. Agricultural articles of interest to Canadian farmers. R. S. Kennedy. \$4 column, Pub.

**Farm Journal and Farmer's Wife**, Washington Square, Philadelphia. (M-5) Agricultural articles with photos 300-600; short-stories of youthful romance, novelettes 15,000. Cartoons. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

**Michigan Farmer**, 1632 W. Lafayette Blvd., Detroit, Mich. (Bi-W-5) Short articles of special interest to Michigan farmers, cartoons, photos, artwork. Milton Grinnell. \$3 column, Pub.

**Progressive Farmer**, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal, 1500-4000, (submit to Dallas, Tex., office, 1105 Insurance Bldg.). Eugene Butler. 2c, Pub. (Overstocked.)

**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) In process of reorganization.

**Southern Agriculturist**, Nashville, Tenn. (M-5) Articles; western, detective, mystery short-stories, 800-4000; miscellany of Southern rural interest; photos, cartoons, cartoon ideas, children's stories, cover designs. J. E. Stanford. Fair rates, Acc. for fiction, cartoons; Pub. for articles.

**Successful Farming**, (Meredith) Des Moines, Ia. (M-5) Action short-stories with love interest up to 4500. Agricultural articles; verse, fillers, jokes, news items, photos, cartoons. Kirk Fox. Fiction 3c, articles, etc., 1½c, verse 25c line, Acc.

### REGIONAL FARM MAGAZINES

In general, farm periodicals require material relating to farm interests, preferably relating to their territory or specialty. Rates average \$5 to \$10 per article, usually on publication.

**California Cultivator**, 317 Central Ave., Los Angeles.

**Canadian Horticulture and Home Magazine**, Oshawa, Ont., Canada.

**Dakota Farmer**, 1216 S. Main St., Aberdeen, S. D.

**Farm & Ranch**, 3306 Main St., Dallas, Tex.

**Farmer, The**, 55 E. 10th St., St. Paul, Minn.

**Farmer Magazine, The**, 73 Richmond St., W., Toronto, Canada. (M)

**Farmer-Stockman**, 500 N. Broadway, Oklahoma City, Okla.

**Indiana Farmer's Guide**, Huntington, Ind.

**Kansas Farmer**, 8th and Jackson St., Topeka, Kans.

**Missouri Ruralist**, 8th and Jackson Sts., Topeka, Kans.

**Nebraska Farmer**, 1400 "P" St., Lincoln, Nebr.

**Ohio Farmer**, 1013 Rockwell Ave., N. E., Cleveland, O.

**Pacific Northwest Farm Trio** (Washington Farmer, Oregon Farmer, Idaho Farmer) 404 Review Bldg., Spokane, Wash.

**Pacific Rural Press**, 83 Stevenson St., San Francisco. (B-W-5).

**Pennsylvania Farmer**, 7301 Penn Ave., Pittsburgh, Pa.

**Prairie Farmer**, 1230 W. Washington Blvd., Chicago.

**Rural New Yorker**, 333 W. 30th St., New York, N. Y.

**Southern Farmer**, 12 N. Lawrence St., Montgomery, Ala.

**Wallace's Farmer & Iowa Homestead**, 1912 Grand Ave., Des Moines, Ia.

**Western Farm Life**, 1520 Court Pl., Denver, Colo.

**Wisconsin Agriculturist & Farmer**, 1125 6th St., Racine, Wis.

## HORTICULTURAL—LIVE STOCK—ETC.

**American Fruit Grower**, 1370 Ontario St., Cleveland, O.

**American Poultry Journal**, 536 S. Clark St., Chicago.

**Breeders' Gazette**, Spencer, Ind.

**Dixie Farm & Poultry Journal**, 110 7th Ave., N., Nashville, Tenn.

**Electricity on the Farm**, 24 W. 40th St., New York.

**Everybody's Poultry Magazine**, Hanover, Pa.

**Hatchery Tribune**, Mt. Morris, Ill.

**Hoard's Dairymen**, Fort Atkinson, Wis.

**National Livestock Producer**, 160 N. La Salle St., Chicago.

**Poultry Item**, Sellersville, Pa.

## MISCELLANEOUS

### ART—PHOTOGRAPHY

**Camera Craft**, 425 Bush St., San Francisco, Calif. (M) Articles on technical and artistic aspects of photography for advanced amateurs 1500-2500; good photos necessary. George Allen Young. ½c up, \$1 per illustration, Pub.

**Camera, The**, 153 N. 7th St., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. ½c, Acc.

**Everyday Photography**, 67 W. 44th St., New York. (M-15) Articles with photos slanted to help amateur photographers, up to 1500; exposure data must accompany photos. Cartoon ideas. Thomas A. Blanchard. 1½c, photos \$3 up, Pub. Query first.

**Good Photography**, also **Photograph Handbook**, (Fawcett) 1501 Broadway, New York. (Twice yearly) 50c) Articles of interest to amateur photographers, good illustrations. Stanley Gershin. Good rates, kinks \$3, Acc.

**Home Movies**, 6060 Sunset Blvd., Hollywood, Calif. (M-25) Illustrated articles on amateur movie making, 100-2000; brief fillers; sketches and descriptions of movie making gadgets. 1c, photos \$1, Pub.

**Minicam—The Miniature Camera Monthly**, 22 E. 12th St., Cincinnati. (M-25) Instructive articles on photography, with or without illustrations. Query. Will Lane. 1c up, photos \$3 up, Acc.

**Photo Technique**, (McGraw-Hill) 330 W. 42nd St., New York. (M-50) Technical photography articles up to 2000, photos. Keith Henney. 1c, photos \$5, Pub.

**Pictures, The Snapshot Magazine**, 343 State St., Rochester, N. Y. (M-free) Amateur snaps, all subjects; no "candid" shots; no enlargements. Wyatt Brummitt. \$3, Acc.

**Popular Photography**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Unusual articles on photography 1000-2500, semi-technical features, photographic success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1 to 2c up, photos \$3-\$5, Acc.

**Professional Art Magazine**, 320 W. Doty St., Madison, Wis. (Bi-M-25) How-to-do-it articles on art techniques 500-1500 or series. Ben Dugger. ½c or ad exchange, Pub.

**United States Camera Magazine**, 122 E. 42d St., New York. (Bi-M-50) Articles on photography; photos. Phillip Andrews. \$25 to \$100 per feature, Pub.

### ASTROLOGY—OCCULTISM

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

**Astrology—How It Affects Your Life**, (Astro Dist. Corp.) 67 W. 44th St., New York. (Q-25) Astrological material 1200-1500, Hugh Howard. ½ to 1c, Pub.

**Astrology Guide**, (Astro Dist. Corp.) 67 W. 44th St., New York. (Bi-M-25) Astrological material. ½ to 1c, Pub.

**Everyday Astrology** (Thrilling) 22 W. 48th St., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

**Horoscope**, (Dell) 149 Madison Ave., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

**International Astrology Magazine**, 122 E. 42nd St., New York. Articles on astrological subjects. David Lee Norman. Payment by arrangement.

**Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (Bi-M-25) Astrological articles written for laymen. Irvin Ray. ½c, Pub.

## AVIATION

**Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories; air articles 2000-3000. C. B. Colby. 1c up, Acc.

**Aviation**, 330 W. 42nd St., New York. (M-35) News, features on aviation activities, technical articles, photos. L. E. Neville. Good rates, Pub.

**Flying Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Dramatic air articles and modern experience features 1500-3000, with illustrations; aviation jokes, humorous aero verse up to 8 lines; news; air photos. Herb Powell. 1c; photos \$1, Pub.

**Popular Aviation**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Popularized, accurate non-fiction aviation feature articles, any phase of present-day aviation; must have good photos, 2500. Also seeking "scoop" photos. B. G. Davis, Ed.; Max Karant, Mng. Ed. 1 to 2c, Acc.

**Sportsman Pilot**, The, 515 Madison Ave., New York. (M) Articles on all phases of private aviation 1500-2500. Charles H. Gale. 1c, Pub.

## BOATING

**Motor Boat with which is combined Power Boating.** 63 Beekman St., New York. (M-20) Articles of interest to boat owners. Gerald T. White. 1/2 to 3c. Acc.

**Rudder, The.** 9 Murray St., New York. (M-35) Illustrated how-to-do-it articles on every phase of boating. 1500. Wm. F. Crosby. 1c. photos \$3. Pub.

## DANCING

**American Dancer.** 250 W. 57th St., New York. (M-25) Feature articles on the dance, interviews with famous people in the dance field, 1000-1500. Ruth Eleanor Howard. 1c. Pub.

**Dance.** 49 W. 45th St., New York. (M-25) Articles on dance-teaching and stage, 1200; news items. Prefers query. Paul R. Milton. 1c. Pub.

## EDUCATIONAL

**Better English.** 152 W. 42nd St., New York. (M-25) Articles on Better English (speech correction from physicians only). 1500-2500. Lily Sunshine Levey, associate Ed. Low rates. Pub.

**Grade Teacher, The.** (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. 1/4c. Pub.

**Industrial Arts and Vocational Education.** 540 N. Milwaukee St., Milwaukee, Wis. (M except July & Aug.-35) Vocational articles. John J. Metz. 1/4c. Pub. (Overstocked.)

**Instructor, The.** (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

**Practical Home Economics.** 468 4th Ave., New York. (M-20) Articles on nutrition, foods, homemaking, clothing, child care, health, for the home economics teacher, 1500-2000. Blanch M. Stover. 1/2 to 1c. Pub.

**Progressive Teacher.** Morristown, Tenn. (Ten Mo.-25) Articles on projects and methods usable by teachers and educators; short-stories for school-age children; verse for recitations. M. S. Adcock. \$1.50 page, Pub.

**School Activities.** Topeka, Kans. (M-25) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. 1/4c. Pub.

**Vocational Trends.** (Science Research Associates) 600 S. Michigan Ave., Chicago. (M-25) Factual articles on occupational trends and job opportunities primarily for young people, up to 2000. Pictures, cartoon ideas. Lyle M. Spencer. 1c. Pub.

## HEALTH-HYGIENE-PHYSICAL

**Baby Talk.** 424 Madison Ave., New York. (M) Articles on pre-school care of children 1000-2000. 1c (\$15 min., \$20 max.), Pub.

**Facts of Life, The.** 99 Hudson St., New York. (M-25) Articles dealing with venereal disease, marriage, divorce, childbirth, etc., 2000 up. \$15 per article, Pub. (Payment very slow.)

**For Married People Only.** (Your Guide Pubs.) 67 W. 44th St., New York. (Q-25) Articles solving marital problems, 1200-1500, by medical doctor-writers. Dr. L. Pelman. 1/4c. Pub.

**Good Healthkeeping.** 1841 Broadway, New York. (Bi-M-10) Romantic, outdoor, adventure, marriage short-stories, novelettes; serials 35,000; articles on health, diet, exercise, homemaking; essays, fillers, photos. David A. Balch. 1c. photos \$3. Pub.

**Hygiene, The Health Magazine.** 535 N. Dearborn St., Chicago. (M-25) Short-stories with health angle, medical background; authentic articles on nutrition, mental hygiene; verse, photos, cartoons. Dr. Morris Fishbein. 1c. up, Pub.

**Industrial Medicine.** 540 N. Michigan Ave., Chicago. (M-50) Material on occupational diseases, traumatic surgery. A. D. Cloud, Mng. Ed. 1c. Pub.

**Know Yourself (combining Your Body).** (Gernsback), 99 Hudson St., New York. (Bi-M-25) Discussions of sex, domestic, personal problems. Hugo Gernsback. 1/2 to 1c. Pub.

**Modern Medicine.** 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. J. Thornwall Witherspoon, M.D. Rates not stated.

**Physical Culture.** (Macfadden) 122 E. 42nd St., New York. (M-25) Health articles, self-told adventures in health, personal problems, happiness, power of achievement. 3-4000; 12-15,000; Ann Gurley. Good rates, photos \$3 to \$5. Acc.

**R. N., a Journal for Nurses.** Rutherford, N. J. (M-controlled) Articles, factual or human-interest, pertaining to nursing, 1000-1500. Dorothy Sutherland, Mng. Ed. 1/4c up, Pub.

**Sex Guide.** (Your Guide Pubs.) 67 W. 44th St., New York. (Q-25) Informative, scientific articles on sex and life conduct, 1000-1500, by medical doctor-writers. Jules Carter Saltman. 1/4c. Pub.

**Sexology.** (Gernsback) 99 Hudson St., New York. (M-25) Medical, psychological articles preferably by physicians. Frank Leighton Wood, M.D. 1/2 to 1c. Pub.

**Trained Nurse & Hospital Review.** 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 500 to 2800. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

**True Health Stories.** Emmaus, Pa. Articles by and of individuals who have cured themselves of physical and mental ills. J. I. Rodale. 1/4c. Pub.

## HOME-GARDENING-BUILDING-LANDSCAPING

**American Home, The.** 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decorating, building, gardening, food, 1200 to 1500. Mrs. Jean Austin. Varying rates, Pub.

**Arts and Decoration.** (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating, furniture, household equipment; photos, art work; witty editorials on indoor living. Mary Fanton Roberts, editor. Varying rates, Pub.

**Better Homes & Gardens.** (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, building, foods, furnishings, home-improvement articles, 1500. Frank McDonough. 2c up, usual photo rates, Acc. "Whims and Hobbies" squibs with proof \$2 each, Pub.

**Canadian Homes & Gardens.** (Maclean) 481 University Ave., Toronto, Canada. (M-25) Home and garden articles, up to 2000, photos. Canadian interest only. J. Herbert Hodgins. 1c. Pub.

**Country Life.** 1270 6th Ave., New York. (M-50) Illustrated gardening, sports, interior decorating, country estates, travel articles 1500-2000; good photos essential. Peter Vischer. Varying rates, Pub.

**Home Desirable, The.** 75 E. Wacker Dr., Chicago. (M-controlled) Articles on home modernization through painting and heating 900; short how-to-do items; cartoons, photos. Human interest features for family. Louise M. Comstock. 1/4c. Pub.

**House and Garden** (Conde Nast) 420 Lexington Ave., New York. (M-35) Home decoration, gardening, landscape, unusual travel and architectural articles. Richardson Wright. Good rates, Acc.

**House Beautiful Combined with Home and Field.** (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred) 1500-1800; fillers, art work, photos. K. K. Stowell. Good rates, Acc.

**Sunset.** 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, home building, modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western outdoor material, all from Westerners only. Walter Doty. Moderate rates, Pub.

## MOTORING

**Automobile & Trailer Travel.** 35 E. Wacker Dr., Chicago. (M) Articles for automobile and trailer tourists. Karl Hale Dixon. Rates not at hand.

**Motor Topics.** 22 E. 12th St., Cincinnati, O. (M) Newsy photos and captions of interest to motorists. 1c. photos \$2. Pub. N. R. Meyer. \$5 printed page, Pub.

**Studebaker Wheel, The.** Studebaker Corporation, South Bend, Ind. (M) Short illustrated articles of general interest to the motorist. Walker G. Everett. Good rates, Pub.

## MUSICAL

**Diapason.** 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, church music, recital programs, reviews, 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Down Beat.** 608 S. Dearborn St., Chicago. (2M-15) Feature matter, "hot" news of modern dance music and banding. 500. Carl Cons; Mng. Ed.; Dave Dexter, associate. 1/4c up, Pub.

**Etude Music Magazine.** 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogies, 200-2000; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Jacobs' Orchestra Monthly.** also Jacobs' Band Monthly, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras, bands, Arthur C. Morse. Indefinite rates.

**Metronome.** 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Geo. T. Simon, Richard B. Gilbert. Indefinite rates, Pub.

**Musical Forecast.** 671-3 Union Trust Bldg., Pittsburgh, Pa. (M-20) News items of interest to musicians. David H. Light. \$1 per column, Pub.

**Swing.** 55 W. 42nd St., New York. (M-15) Articles in popular music field, personality sketches, 1000-1500, with photos; cartoons. Richard M. George. Rates not stated.

## OUTDOOR-HUNTING-FISHING-FORESTRY

**Alaska Sportsman, The.** Ketchikan, Alaska. (M-15) True stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. 1/4c. Pub.

**American Forests.** 919 17th St., N.W., Washington, D. C. (M-35) Articles on trees, forests, outdoor recreation, travel, exploration, 2500; outdoor photos. Ovid Butler. 1c. up, Acc.

**American Rifleman, The.** 1600 Rhode Island Ave., Washington, D.C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c. Pub. (Overstocked.)

**Field and Stream.** (Warner) 515 Madison Ave., New York. (M-15) Illustrated camping, fishing, hunting articles, 2500-3000. Ray P. Holland. 1c. up, Acc.

**Fur-Fish-Game.** 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-2500. A. V. Harding. 1/4c up, Acc.

**H-T-T Outdoorsman.** 386 E. 4th St., Columbus, O. (M-15) Fur-farming, fishing, trapping, hunting-dog, big-game articles, outdoor photos. Otto Kuechler. 1/4c. Acc.

**Hunting and Fishing.** 275 Newbury St., Boston. (M-5) Articles on conservation, hunting, fishing, camping, skeet, 1000; short-stories, 1500; short poems; fillers, 100-150; action photos; cartoons. O. H. P. Rodman. 1c. photos \$3. Pub.

**National Sportsman.** 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons. H. G. Tapply. Varying rates, usually Pub.

**North American Trapper.** P. O. Box 663, Charleston, W. Va. (M) Practical articles on hunting, fishing, trapping, fur farming, up to 2500 (preferably around 1500); photos, cartoons, outdoor verse. Charley Roy West. 1/4 to 1c. photos 25c up, Acc. (Sometimes offers subscriptions in payment.)

**Outdoor Life.** 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000; also kinks, shorts, etc. Raymond J. Brown. Up to 10c. photos \$3 up, Acc.

**Outdoors Magazines.** 729 Boylston St., Boston. (M-15) Articles on outdoor life.

**Pacific Sportsman.** 580 Market St., San Francisco. (M 15) Articles on amateur sports. Roy M. McDonald. No payment.

**Southern Sportsman.** P. O. Box 16, Austin, Tex. (M-10) Southern hunting and fishing articles 1000-3500; short kinks, brief human-interest, believe-it-or-not material. J. Austell Small. Small payment, cover photos \$3. Acc.

**Sports Afield and Trails of the Northwoods.** 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c. Acc. or Pub.

**Western Sportsman.** (Waterman Pub. Co.) 1009 17th St., Denver, Colo. (M-15) Articles on all phases of outdoor sports in Rocky Mountains, photos, cartoons. Joseph Emerson Smith. 1/2 to 1c. photos \$1. Pub. (Overstocked.)



## PICTURE MAGAZINES

**Click**, 400 N. Broad St., Philadelphia, Pa. Photos, cartoons. Photo series; noteworthy persons. Elliott Curtiss; M. Robert Rogers. \$5 per picture. Acc. (Slow reports.)

**Collegiate Digest**, 323 Fawkes Bldg., Minneapolis, Minn. (W-5) Photos of college activities, occasionally illustrated. Articles on college subjects 500. Frederick J. Noer. Varying rates, photos \$3, Acc.

**Life**, Time and Life Bldg., New York. (W-10) Photos of national and world news events, human-interest picture series, cover photos, photo fillers. \$5 up, Acc.

**Look**, Des Moines, Ia. (Bi-W-10) Photos of intense human interest and action. Vernon Pope. \$5 up, Acc.

**Peek**, (Bilhara) 122 E. 42d St., New York. (Bi-M-10) Humorous photos. Adrian Lopez. Indefinite rates, Pub.

**"Pic."** 153 W. 15th St., New York. (Bi-W-10) Photos on sport, Hollywood and Broadway. Charles Payne, A. L. Holmes. \$5 per print, Pub.

**True Pictorial Stories**, (Macfadden) 122 E. 42nd St., New York. Staff prepared. Harold Hersey.

## RELIGIOUS—ETHICAL—HUMANITARIAN

**Ave Maria**, The, Notre Dame, Ind. (W-10) Short-stories 2800-3000; series 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. Patrick J. Carroll, C.S.C. \$5 page (700 wds.), poems \$5, Acc.

**Canadian Messenger**, The, 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. ½c, Acc. 1c, Pub. (Overstocked.)

**Christian Advocate**, The, (Methodist Book Concern) 740 Rush St., Chicago. (W-10) Religious, outdoor, rural, missionary short-stories, articles, essays, 1200; verse. T. Otto Nail, ½c, Acc.

**Christian Herald**, 419 4th Ave., New York. (M-25) Interdenominational religious, sociological articles 2500; short-stories 2500; serials 50,000; verse. Daniel A. Poling. Varying rates, Pub.

**Cradle Roll Home**, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (Q) Articles for parents of preschool age children 150-800, fact items. No MSS. purchased during July, Aug. Agnes Kennedy Holmes. ½c, Acc.

**Improvement Era**, The, 50 N. Main St., Salt Lake City, Utah. (M-20) General magazine of Mormon Church. Short-stories 750-2000, wholesome, conventional. General and moral essays 500-2000. Poetry up to 30 lines. Photos. Richard L. Evans. ½c, verse 12½c, Pub.

**Light**, 405 Bergen St., Brooklyn, N. Y. (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000, verse. William J. E. Clark. 1c, Pub. (Slow.)

**Living Church**, The, 744 N. Fourth St., Milwaukee. (W-10) Short illustrated articles on religious and social subjects. Episcopal viewpoint, 1000-2000, \$1.50 column, Acc. Occasional short-stories 2000, \$10 each, Acc; serials 12,000. Religious verse, no payment. C. P. Morehouse.

**Lookout**, The, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1750-2000; wholesome short-stories 1750-2000, serials up to 10 chapters, 1750-2000 each. Photos, upright, 8x10, scenic, human interest. No poetry. Guy P. Leavitt. ½c, photos \$3 to \$5, within month after Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood**, Carthagen, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S. ½c, verse 25c line, Acc.

**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York. (M-10) Catholic interest short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**Miraculous Medal**, The, 100 E. Price St., Philadelphia. (Q) Catholic articles 1500-2500, short-stories 2000-3000. Joseph A. Skelly, C.M. ½c, Pub. (Overstocked.)

**Queen's Work**, The, (Jesuit Fathers) 3742 W. Pine Blvd., St. Louis, Mo. (M-10) Catholic interest short-stories, articles, 1800-2000; photos; cartoons. Rev. Daniel A. Lord, S.J. 1c, Acc.

**St. Anthony Messenger**, (Franciscan Fathers) 1615 Republic St., Cincinnati. (M) Catholic family magazine. Feature articles on accomplishments of contemporary Catholic personages, institutions, preferably with photos 2500-3000; short-stories with Catholic slant, 2000-3000. Rev. Hy Blocker, O.F.M. 1c up, Acc. Occasional poetry, 25c line.

**Sign**, The, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C. P. 1c, Pub.

**Sunday School Times**, 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. ½c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ½c, Acc.

**Union Signal**, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence 1000-1500; also on peace. About ½c, Pub.

**Your Faith**, (Macfadden) 122 E. 42nd St., New York. (M-15) Articles on religious experience 1500. L. M. Hainer. Good rates, Acc.

## SCIENTIFIC—POPULAR SCIENCE—NATURE—MECHANICS

**Homecrafts and Hobbies**, 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ½ to 1c, Pub. (Unsatisfactory.)

**Home Craftsman**, The, 115 Worth St., New York. (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Mechanix Illustrated**, (Fawcett) 1501 Broadway, New York. (M-10) Science and mechanical features, 1500-2000; news shorts describing inventions, labor-saving devices, household gadgets, etc., with photos of human-interest appeal. Robert Hertzberg. 2c, photos \$3 up, Acc.

**Model Airplane News**, 551 5th Ave., New York. (M-20) Model airplane construction articles 2000. 1c, Pub.

**Modelmaker**, Wauwatosa, Wis. (Bi-M-25) Hobby articles on live steam models and other model engineering subjects, up to 2000. A. C. Kaimbach. ½c, Pub.

**Natural History Magazine**, 79th St. and Central Park W., New York. (M-50) Popular articles up to 5000 on natural science, exploration, wild life; photo series. Edward M. Weyer, Jr. 1½c, Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400, short verse. R. W. Westwood. 1 to 3c, Acc. (Query.)

**Popular Mechanics**, 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 300-1500; fillers up to 250. H. W. Magee. 1c to 10c; photos \$5 up, Acc.

**Popular Science Monthly**, 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

**Radio News**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Feature articles, briefs, 300-3000, relating to technical radio, television; amateur activities; servicemen's problems; photos. B. G. Davis. ¼ to 1c, Acc.

**Science & Mechanics**, 800 N. Clark St., Chicago. (Bi-M-15) All depts. handled by staff specialists. V. D. Angerman.

**Scientific American**, 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering. O. D. Munn. Varying rates, Acc.

## SPORTS (COMPETITIVE)—RACING—HORSES

**Baseball Magazine**, The, 70 5th Ave., New York. (M-20) Major league baseball articles, verse. Clifford Bloodgood. ½c, Pub.

**Golf**, 52 Vanderbilt Ave., New York. (7 times yr.-25c) Timely sport short-stories 2000; fillers, verse. Richard E. Lauterbach, Mng. Ed. 2c, Pub.

**Horse Lover**, The, 139 Borica Way, San Francisco, Calif. Articles on horse subjects 500-1500. Low rates, Pub.

**National Bowlers Journal and Billiard Review**, 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, lawn bowling; short-stories; photos; news items; cartoons. H. G. Deupree. 1c, Pub.

**Rider and Driver**, The, 342 Madison Ave., New York. (M-35) Articles on horses, racing, etc. Samuel Walter Taylor. Good rates, Pub.

**Scholastic Coach**, 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

THEATRICAL—MOTION PICTURE—RADIO  
"FAN" MAGAZINES

**Billboard**, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World**, 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ½c, Pub.

**Hollywood Magazine**, (Fawcett) 1501 Broadway, New York. (M-5) Film articles on assignment; fillers, photos. Llewellyn Miller. Liberal rates, Acc.

**Modern Screen**, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Pearl Finley. Good rates, Acc.

**Movie Humor**, (Lex Pubs.) 381 4th Ave., New York. (M) M. R. Reese. Fair rates, Pub.

**Motion Picture Magazine**, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Larry Reid. Good rates, Acc.

**Movie Mirror**, (Macfadden) Chanin Bldg., New York. (M-10) Motion-picture fan material only on assignment. Good rates, Acc.

**Movies**, (Ideal) 122 E. 42d St., New York. (M-10) Photos of motion-picture interest. Mrs. May C. Kelley. 1c, Pub.

**Movie Story Magazine**, (Fawcett) 1501 Broadway, New York. (M-10) Fictionizations of current motion pictures on assignment. Dorothy Hosking.

**National Tattler**, The, 73 Adelaide St., W., Toronto, Ont., Canada. (Bi-M-10) Theatrical articles; articles on love, exposes of rackets, 600; theatrical news items, girl and theatrical photos. Al Palmer. ½c, Pub.

**Photoplay**, (Macfadden) Chanin Bldg., New York. (M-25) Motion picture articles. Ernest V. Heyn. Good rates, Acc.

**Picture Play Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Motion-picture fan articles 1500-2000, usually on assignment. Muriel Babcock. Good rates, Acc.

**Radio Mirror**, (Macfadden) Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sammis. Good rates, Acc.

**Screen Book**, (Fawcett) 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites usually on assignment. William C. Hartley. Liberal rates, Acc.

**Screenland**, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

**Screen Romances**, (Dell) 149 Madison Ave., New York. (M-10) Fictionization of picture plays, by assignment. A. P. Delacorte, E. Van Horne. Rates by arrangement, Acc.

**Silver Screen**, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Fan material about movie stars and pictures; photos. Lester C. Grady. First-class rates, Pub.

**Theatre Arts Monthly**, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-35) Articles on theatrical and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.



## B—BUSINESS AND TRADE PUBLICATIONS

## BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. 1c, Pub.

**American Business**, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-35) Buys frequent concrete examples of business success in manufacturing, wholesale, financial fields; especially interested in office and accounting short cuts. Query. Eugene Whitmore, \$35 and up for 2000 words, Pub.

**Bankers' Magazine**, 185 Madison Ave., New York. (M-50) Authoritative bank management articles. Robin E. Doan. ½c up, Pub.

**Bankers' Monthly**, 536 So. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. George E. Shea, Jr. Indefinite rates, Acc.

**Better Letters in Business**, 4416-18 Elston Ave., Chicago. (M-20) Articles on outstanding sales letters, collection letters, direct mail advertising, broadsides, folders, enclosures, blotters, postcards, etc. Frank C. Petrine, 1c up, Pub.

**Burrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone, 2 to 3c, Acc.

**Commerce**, 1 N. La Salle St., Chicago. (M-25) Invites queries on feature business articles. Alan Sturdy. Rates variable.

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. Chester H. McCall. 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Pub.

**How to Sell**, 168 N. Michigan Ave., Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800-2500. R. C. Remington. ¼ to 1½c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with the stories about people successful in direct selling. 1200. M. E. Siegel. ¼ to 1c, photos ½, Pub.

**Mail Order Journal**, 62 W. 45th St., New York. (M-10) Case histories, fact stories about mail-order and direct mail business, 600. A. E. Calver. 1c, Pub. (Query.)

**Nation's Business**, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

**Opportunity**, 620 N. Michigan Ave., Chicago. (M-10) Inspirational and biographical features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody. ½c up, Pub.

**Printer's Ink**, 185 Madison Ave., New York. (W-10) (Also **Printers' Ink Monthly**-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

**Purchasing**, 11 W. 42d St., New York. (M-15) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinrich. Indefinite rates.

**Sales Management**, 420 Lexington Ave., New York. (2-M) Articles on marketing, national scope, signed by executive. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. Harold M. Sherman. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley, ¼ to 1c, Pub.

**Specialty Salesman**, Oak Park, Ill. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles; human-interest short-stories, fact success articles of direct salesmen, 350 to 1600. H. J. Bligh. ½c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial relations and training of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercook. 1c, Acc.

## TRADE JOURNALS

**Aero Digest**, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel. Geo. F. McLaughlin. ½c up, Pub.

**Air Conditioning and Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-20) Informative articles on servicing refrigerating machines, successful ideas for promoting and selling electrical appliances and air conditioning installation; news; human-interest photos. George F. Taubeneck. 6c line, Pub.

**Air Conditioning—Oil Heat**, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners, air conditioning. A. E. Coburn. 30c inch, Pub. (Overstocked.)

**American Artisan**, 6 N. Michigan Ave., Chicago (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker**, The, 118 S. 6th, Minneapolis. (M-10) Articles on baking innovations; examples of good merchandising. ½c up, Acc.

**American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Camera Trade**, 22 E. 12th St., Cincinnati. (M-25) News of camera dealers secured by regular correspondents, 500-2500. Robert P. Parker. ½c up, Pub.

**American Druggist**, 572 Madison Ave., New York. (M-25) Pictorial features on retail drug-stores operation, up to 500. Harold Hutchins. 1½c, Acc.

**American Hairdresser**, 205 W. Wacker Dr., Chicago. (M-35) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

**American Horologist**, 3226 E. Colfax Ave., Denver. (M) Illustrated articles, 500-1000, pertaining to horology, watch and clock repair service, unusual creations and happenings, historical material. Orville R. Hagens. ½c, Acc.

**American Ink Maker**, 254 W. 31st St., New York (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman**, 431 S. Dearborn St., Chicago (Bi-W) New merchandising ideas used by building dealers, 500-750. E. C. Hole. \$3.50 column, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Foss. Good rates, Pub. (Overstocked.)

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-20) Accurate, technical and semi-technical "how" articles on unusual decorating jobs, up to 800; photos. Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1; professional, \$2, Pub.

**American Paper Merchant**, 209 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants. P. A. Howard, publisher; Blaine S. Britton, Mng. Ed. ½c up, Pub.

**American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. Wm. Lambert. Indefinite rates, features, Acc.; news, Pub.

**American Press**, The, 225 W. 39th St., New York. (M-10) Success stories of newspapermen, problems of small-town newspaper production. Donald W. Robinson. Indefinite rates, Pub. (Not buying at present.)

**American Roofer**, 425 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. (No-free lance contributions solicited.) Bernard Sachs. Payment on arrangement.

**Autobody and Reconditioned Car**, 15 E. 8th St., Cincinnati. (M-20) Trade stories on commercial bodies, passenger bodies, painting, car appearance reconditioning, illustrated with photos, drawings. Elmer J. Murray. ½c, Pub.

**Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.

**Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles, write-ups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs, 500-1500. J. A. Ahlers. Rates according to merit, Acc.

**Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Car dealer activities, auto racing, auto photos. Frank P. Tighe. 2c, Pub.

**Automotive News**, 2751 E. Jefferson Ave., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 40c inch, photos \$1.50, Pub.

**Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garage, service stations, independent shops, up to 2000. Photos. Stanley F. McMinn. 1c, Pub.

**Automotive Retailer**, 30 E. 20th St., New York. (M) News and features pertaining to auto parts stores, both chain and independent. John Ashenhurst. 1c, Pub.

**Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-15) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

**Bakers Review**, 330 W. 42nd St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)

**Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.

**Bar & Grill Journal**, 105 W. 40th St., New York. (M-20) 800-1200 word merchandising features on outstanding bars, taverns, cafes and restaurants with photos. Philip Slowe. ½c up, Pub.

**Barrel & Box & Packages**, 431 So. Dearborn St., Chicago. (M-25) Articles and news items dealing with manufacture and use of wooden containers up to 3000. Frank Coyne. 25c inch, Pub.

**Beauty & Barber Shop Supplier**, 741 N. Milwaukee St., Milwaukee, Wis. (M-25) Illustrated articles on merchandising ideas used by financially responsible wholesale firms supplying beauty and barber shops, 800-1000. Must be confined strictly to wholesale trade. Photos imperative. Emil J. Blacky. 1c, Pub.

**Beer Distributor**, 43 E. Ohio St., Chicago. (M) Success-method stories of beer wholesalers east of Rockies 500-1000, with illustrations. R. H. Hopkins. \$10-\$20 per article.

**Black Diamond**, The, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. ½c up, Pub.

**Bookbinding & Book Production**, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Glixon. ½c to 1c, Pub.

**Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

**Brake Service**, 31 N. Summit St., Akron, Ohio. (M) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. Ed. S. Babcox. 1c, Pub.

**Brewer and Dispenser**, 403 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.

**Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. David B. Gibson. Indefinite rates, Pub.

**Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.

**Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. J. M. Lange, Mng. Ed. 1c up, Pub.

**Building Supply News**, 59 E. Van Buren St., Chicago. (M-30, Jan. \$3.00) Articles on yard operation and management; reports of conventions; 200-300 word articles for departments: "Practical Aids to Profits," and "Yard Kinks." John W. Parshall. 40c inch, Pub.

**Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. ½c, Acc. News items, first 100 words 2c, bal. each item ½c, Pub. (Query.)

**Carpet Trade Review**, 45 W. 45th St., New York. (M-25) Trade articles on exhibits, merchandising, etc., of floor fabrics in leading retail outlets. David Cantor. ¼c. Pub.

**Casket & Sunrises**, 487 Broadway, New York. (M-25) Query on management interviews with morticians. ¼c. Pub.

**Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. R. Newcomb. 1c. Pub.

**Chain Store Age**, 185 Madison Ave., New York. (M-35) Feature articles. G. M. Lehar. About 1¼c. Pub.

**Cleaning & Laundry World**, 972 Lexington Ave., New York. (M) Technical articles on cleaning and dyeing; sales, promotion and merchandising articles of cleaning and laundry trade. Geo. B. Webster. ¼c. Pub.

**Coffee & Tea Digest**, 106 Water St., New York. (M) Brief selling plans on coffee and tea 250-500. ¼c. Pub.

**Coin Machine Review**, 1115 Venice Blvd., Los Angeles. (M) Human interest, true adventure, hunting and fishing experiences of the thrilling, unusual sort; historical oddities, etc., 1500, 100% male readership. P. W. Blackford. Fair rates. Pub.

**Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies, 2000. George T. Hook. 1½c. \$25 minimum. Pub.

**Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-25) Illustrated articles on wholesale and retail candy manufacturing companies, describing production methods or merchandising policies. Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies, also how candy jobbers assist retailers in display and disposal of confections; also good retail merchandising stories. Up to 1c, photos \$1-\$3. Acc.

**Confectionery and Ice Cream World**, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates. Pub.

**Converter**, The, 111 W. Washington St., Chicago. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. P. A. Howard, publisher; Blaine S. Britton, Mng. Ed. ¼c up. Pub.

**Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campa. ¼c. Pub.

**Corset & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. ¼c. Pub.

**Cracker Baker**, The, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30c inch. Pub.

**Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. ¼c. Pub.

**Curtain & Drapery Buyer & Drapery Profits**, 373 4th Ave., New York. (M) Illustrated features on curtains and draperies that would interest buyers of these departments. Alice M. Small. Indefinite rates. Pub.

**Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c. Pub.

**Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Factual articles on new or remodeled fresh-bottled milk plants; new or improved products; merchandising ideas of proved merit, on milk and milk products, 500-2000, with photos, ads. E. C. Ackerman. 1c. ads 50c up, photos \$1 up. Pub.

**D and W**, 249 W. 39th St., New York. (M-30) Articles covering transportation, material handling, storage, water ways and terminals, factory migration, warehouse taxes, regulation, etc. Eugene Spooner. 1c, photos \$1.50. Pub.

**Department Store Buyer**, 17 E. 48th St., New York. (M) Articles of interest to department store buyers. Jess Nancy Gryce. Rates not announced.

**Department Store Economist**, 239 W. 39th St., New York. (Semi-M-25) Articles on department stores—management, systems, operational, merchandising, modernization, to 750. Louger by special arrangement. Not theories, but factual copy ghosted by store executive if possible. C. K. MacDermut, Jr. 1½c, photos, \$2, within six weeks of receipt.

**Diesel Digest**, (Occidental Pub. Co.) 304 S. Broadway, Los Angeles. (M-25) News of new or unusual diesel engine applications, illustrations. 25c Col. inch. Pub. (Query on features.)

**Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c. Pub.

**Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c. Pub.

**Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c. Pub.

**Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates. Pub.

**Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Edit. Dir. 1c. Pub.

**Drug Trade News**, 330 W. 42d St., New York. (Bi-W-15) News of manufacturers in drug and toilet goods fields. Dan Rennick, Edit. Dir. 1c. Pub.

**Dry Goods Journal**, Box 1316, Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. Kenner I. Boreman. 1c. Acc.

**Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. Arthur T. Robb. \$2 a column up. Pub.

**Electrical Dealer**, 360 N. Michigan, Chicago. (M-35) Sales methods of merchandising electric appliances (including radios). Frank E. Watts. 1c. Pub. (Query before submitting.)

**Electrical South**, Grant Bldg., Atlantic, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. ¼c to 1½c. Pub.

**Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, bull dozers and tractor-drawn scrapers; excavating contracts, open pit mining quarry, drainage, 500-2000. Arnold Andrews. 1c, photos \$1, cartoons \$1-\$2. Pub. (Query.)

**Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates. Pub.

**Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. (Overstocked). File name for possible assignment. C. C. Hayley. 1c. Pub.

**Feed Bag**, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on out-of-ordinary merchandising ideas used by feed dealers, up to 800; specifically from N. E. quarter of the U. S. David K. Steenbergh. 1c. Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. ¼c. Acc.

**Film Daily**, 1501 Broadway, New York. (D-10) News of the film industry. J. W. Alicote. Space rates.

**Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline on articles. Carroll E. Pelisier. Articles \$5 page, news 25c inch, photos \$1. Acc.

**Flooring**, 45 W. 45th St., New York. (M) News and features of interest to flooring contractors. David Cantor. Good rates. Pub.

**Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration, Ford super-service station operators. Ford truck experience stories from users. Walter W. Belson. 1c. Acc. (Overstocked.)

**Food Field Reporter**, 330 W. 42nd St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Rennick. 1c. Dept. items 8c line. Pub.

**F. T. D. News**, 251 W. Larned St., Detroit. (M) Articles on floriculture; salesmanship, store decoration, delivery, etc., of interest to florists. Albert Barber. Fair rates. Pub.

**Furniture Age**, 2225 N. Lakewood, Chicago. (M-50) Illustrated home furnishing trend articles 300 to 1000 in re furniture, rugs, draperies, bedding, toys; featuring outstanding promotions, new stores, model rooms, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2. Pub.

**Furniture Record**, 260 Tremont St., Boston. (M) Short items and feature articles on furniture store operations, all departments. Wm. C. Fank. ¼ to 1c. Pub.

**Furniture South**, Highpoint, N. C. (Bi-M-25) Illustrated stories on topics of interest to retail furniture stores 500-1500. N. T. Praigg. ¼c. Pub.

**Garrison's Magazine**, 40 Worth St., New York. (M) Outstanding features on department store merchandising; illustrated shorts pertaining to small retail stores especially acceptable. Flint Garrison. Excellent rates. Acc.

**Gas Age**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrews. 1c. Pub.

**Gas Appliance Merchandising**, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-filled air conditioning units. H. O. Andrews. 1c. Pub.

**Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief, illustrated articles on stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each. Pub.

**Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising etc. Thomas V. Murphy. \$5 each. Pub.

**Gloves**, Gloversville, N. Y. (M-25) Illustrated merchandising articles on gloves. Philip W. Banker; Donald E. Willard. 1c. Pub.

**Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1½ to 2c per word). Pub.

**Hardware Retailer**, Security Trust Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Glendon Hackney. 1c. Pub.

**Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also sporting goods, housewares, china, glass, 100-1000. 1c, photos \$1. after Pub.

**Hat Life**, 1123 Broadway, New York. (M) Query on men's hat trade features. Ernest Hubbard. Good rates. Acc.

**Health Foods Retailing**, 846 Russ Bldg., San Francisco. (Bi-M) Merchandising interviews with health food dealers. ¼c, or if one photo, 1c; add'l photos \$1. Pub. (Query.)

**Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. E. Price. Good rates. Pub.

**Hide and Leather and Shoes**, 300 W. Adams St., Chicago. (W-15) Feature tannery and shoe manufacturing articles; brief news articles on new products, production methods, sales promotion campaigns by manufacturers. Ralph B. Bryan. 1c. Pub. (Query.)

**Highway Magazine**, Armo Drainage Products Assn., Middleton, O. (M) Articles on drainage, operation, improvements on public highways, etc., use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c, photos \$1. Acc.

**Hotel Bulletin**, 260 Tremont St., Boston. (M) Short items and articles on hotel maintenance and management, food preparation, food and beverage service. Wm. C. Fank. ¼c. Pub.

**Hotel Management**, 222 E. 42nd St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½c to 5c. Acc.

- Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. ½ to 1c. Acc.
- House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Eifenbein. ¼c, \$1 for photos, Pub.
- Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.
- Ice Cream Field**, 19 W. 44th St., New York. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant. ¼c, Pub.
- Ice Cream Trade Journal**, 305 E. 45th St., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies, 500-2000. V. M. Rabuffo. 1c, Pub.
- Illinois Editor**, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. ¼c, Pub.
- Implement Record**, 1355 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. (Query.) Osgood Murdock. Varying rates, Acc.
- India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical articles and news items relating to rubber, 2500. S. C. Stillwagon. \$8 per 1000, Pub.
- Industrial Finishing**, 802 Wulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100-1500. W. H. Rohr. ¼ to 1c, Pub.
- Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.
- Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Bronson. ¼c, Pub.
- Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.
- Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers and sales promotion events in children's wear field. Mrs. Crete Dahl. ¼c, Pub.
- Inland Printer**, 309 W. Jackson Blvd., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.
- Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (Life Edn. W-15; Fire Edn. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. Elmer Miller, Jr. About ¼c, Pub.
- International Blue Printer**, 506 S. Wabash Ave., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.
- Jewelers Circular-Keystone**, 239 W. 39th St., New York. (M-25) Illustrated stories on window display, advertising, silverware merchandising, watch merchandising, based on experience of some well-retail jeweler, 1200-1500. F. V. Cole. 40c inch, photos, \$3, Pub.
- Laundry Age**, 9 E. 38th St., New York. (M-25) "How" articles on power laundry operation and selling; also dry cleaning production and selling. I. O. Spellman, Ed. J. Vincent. ½c up, Pub.
- Laundryman's - Cleaner's Guide**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750-1200. ½ to 1c, photos 50c to \$1, Pub.
- Linens & Domestic**, 1170 Broadway, New York. (M-35) Trade and feature articles on linen goods, bed spreads, blankets and towels; interior or window display photos. Query on anything special. Julien Eifenbein. ¼c, photos \$1, Pub.
- Liquor Store and Dispenser**, 205 E. 42nd St., New York. (M-30) Illustrated merchandising articles, 800 for wine and liquor retailers, taverns and restaurants; cartoons. Hartley W. Barclay. 1½c, photos \$1.50, Pub.
- Luggage and Leather Goods and Handbag Buyer**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layout. News about buyers. Arthur Melin. ¼c, Pub.
- Magazine of Light**, The, Nela Park, Cleveland, O. (8 times year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.
- Meat**, 2244 Calumet Ave., Chicago. (M) Query on feature articles based on interviews with meat-packing officials on production methods, merchandising ideas. M. L. Samson. 1c, Pub.
- Men's Wear**, 8 E. 13th St., New York. News, features on men's wear departments, stores. H. J. Waters. Good rates, Pub.
- Mida's Criterion**, 155 E. 44th St., New York. (M-25) Articles and news of wholesale and retail liquor and wine business. Query. A. B. Greenleaf. 1c, Pub.
- Mill & Factory**, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-25) Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c up, usually Acc.
- Modern Brewer**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Allan E. Beach. 1c up, usually Acc.
- Modern Packaging**, 122 E. 42d St., New York. (M-50) Illustrated articles on package production, merchandising window and counter display, on assignment. A. Q. Maisel. 1 to 4c, Pub.
- Modern Pharmacy**, 12 E. 41st St., New York. (M) Well-illustrated business articles, human interest articles, concerning actual pharmacists. Allen Klein. Approx. 2c, 3 weeks after Acc.
- Modern Plastics**, 122 E. 42d St., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.
- Modern Retailing**, 250 5th Ave., New York. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery, office supplies, school needs, novelties, etc. Photos of stores. David Manley. 1c, Pub.
- Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2, Pub. (Overstocked.)
- Monumental World**, Mortgage Guarantee Bldg., Atlanta, Ga. (M) Stories of successful monument dealers and their business methods. Ray Warwick. Low rates, Pub.
- Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.
- Motor Service**, 549 W. Washington Blvd., Chicago. (M) Articles and photos of interest to automotive repair shop service managers. Send for detailed instruction sheet.
- Motorship and Diesel**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.
- Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Daugherty. Low rates, Pub. (Slow to report.)
- National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features and photos of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.
- National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. ¼c, to 1c, photos 50c to \$1, Pub.
- National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Short detailed articles and illustrations on unusual production and sales methods in the dry cleaning field. Paul C. Trimble. Special rates.
- National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, features. Allen Sinsheimer. ¼c, Pub.
- National Delicatessen Grocer**, 270 Broadway, New York (M) Illustrated promotion stories from successful delicatessen grocers, 900. A. E. Sylvester. ¼c, Pub.
- National Jeweler**, 531 S. La Salle St., Chicago. (M-25) Limited market for illustrated articles with news and merchandising slant, 250 to 500. Francis R. Bentley. ¼c to 1c, Acc.
- National Sign Journal**, 729 Broadway, Denver. (M-20) News of the sign industry and outdoor advertising; features on outstanding sign campaigns, and men prominent in the sign world; illustrated articles on interior fluorescent lighting. Orville J. Grisier. ½c up, Pub.
- Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors; illustrated articles on new wholesale groceries, grocery warehouses; super markets, co-op. establishments. Carroll K. Michener. ¼c, Acc.
- Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Melin. ¼c, Pub.
- Office**, 377 Broadway, New York. (M) Articles of interest to commercial stationers and office equipment dealers; also, method articles of interest to office managers. W. G. Singleton. ¼c up, Acc.
- Office Appliances**, 20 N. Wacker Dr., Chicago. (M-25) Articles on selling office equipment 1200. Walter S. Lennartson, Assoc. Ed. 2 col. pages 30c inch; 3 col. pages 20c inch, Pub.
- Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.
- Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.
- Pacific Road Builder and Engineering Review**, 639 New Call Bldg., San Francisco. (M) Illustrated feature material of interest to engineering and roadbuilding contractors and engineers, from Western states only. W. L. Netherby. Indefinite rates, Pub.
- Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to large industrial companies, railroads and other transportation agencies, on packing, loading, hauling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ¼ to 1c, photos 50c to \$1, Pub.
- Paris Beauty-View**, Rm. 908, 1121 S. Hill St., Los Angeles, Cal. (M-free), 500-750 word interviews with successful beauty shop owners, business-building helps, etc. F. L. Richards. 1c, photos \$2, Acc.
- Petroleum Marketer**, 624 S. Michigan Ave., Chicago. (M) Entirely staff-written. Brandon E. Rourke.
- Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos, J. C. Raleigh. About ¼c, photos, 50c to \$1, Pub.
- Playthings**, 381 4th Ave., New York. (M-25) Merchandising articles on dolls, toys, games. Accounts of toy store promotions, to 2500. J. M. Cloud. Payment according to value.
- Plumbing and Heating Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. T. F. J. Moffett. 1c, Pub.
- Popular Pets**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M) Articles on training, breeding, making money with all types of pets, 750-1500, briefs 100-750. B. G. Davis. Good rates, Acc.
- Power**, 330 W. 42nd St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.
- Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Ralph E. Turner. 6/10c, Pub.
- Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)



- Practical Builder**, 59 E. Van Buren St., Chicago. (M-10) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint. 300. Herbert V. Kaepfel, Ex. Ed. Indefinite rates, Pub.
- Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Waldon, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 30c inch, photos, \$1 and \$2, Pub.
- Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200; grocery trade articles, especially success stories, 1200-1500; photos. Carl W. Dipman. 1 to 2c. Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.
- Publishers' Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the book trade, 1500-2000. Frederic G. Melcher, Mildred C. Smith. 1c, 10th of mo. following Pub.
- Radio & Television Journal** (including *The Radio Merchant*), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.
- Radio and Television Retailing**, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-500. W. McDonald. 1c up, Acc.
- Radio and Television To-day**, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.
- Radio and Television Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.
- Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.
- Real Estate Record**, 119 W. 40th St., New York. (W-50) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.
- Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (W-10) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigerators and refrigerated locker plants. R. Wesley Baxter. \$4 column, Pub.
- Restaurant Management**, 222 E. 42nd St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.
- Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.
- Retail Ledger and Homeware**, 260 Tremont St., Boston (M) Short items and articles on department store management, promotions, etc. Wm. C. Pank. ¼ to 1c, Pub.
- Retail Tobacconist**, 1860 Broadway, New York. (M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. ¼c, Pub.
- Rock Products**, 309 W. Jackson Blvd., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.
- Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.
- Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.
- San Francisco Styles & Selling**, 507 Montgomery St., San Francisco. (M) Not buying at all now.
- Seafood Buyer**, Goffstown, N. H. (M) Illustrated articles on merchandising of fish and shellfish in fish markets, super markets, chain stores, restaurants, hotels, principally inland concerns. Gardner Lamson. Approx. ¼c, photos, \$1, Pub.
- Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ¼c, Pub.
- Service**, 19 E. 47th St., New York. (M-25) Technical or semi-technical articles of interest to the professional radio service man, and distributor of radio parts and accessories. Robert G. Herzog. 1c, Pub.
- Service Station News**, 121 2nd St., San Francisco. (M) Considers automotive service articles of "How-to-do-it" style, with pictures, applying to 11 Western states only. R. H. Argubright. ¼c, Pub.
- Shipping Management**, 425 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. Earl K. Collins. 1c, Pub.
- Shoe Repair Service**, 816-820 Mart Bldg., St. Louis. (M-gratis). Feature articles with photos on merchandising and selling in shoe repair shops, 300-1000. Walter J. Eggers. ¼-1c, Pub.
- Shoe Repairer and Findings Dealer**, 111 Summer St., Boston. (M-20) News of shoe repairers and findings dealers; features on progressive methods of outstanding repair shops. W. C. Hatch. \$4 per 1000, Pub.
- Soda Fountain Magazine**, 420 Lexington Ave., New York. (M-25) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. Duncan Ross. 1c, Pub.
- Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising, illustrated articles on new funeral homes costing \$25,000 or more. J. C. Edwards. ¼ to 1½c, Pub.
- Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.
- Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturers. David Clark. Indefinite rates, Pub.
- Southern Printer**, Mortgage Guarantee Bldg., Atlanta. (M) Illustrated practical, factual articles, 1000-1500, based on actual experiences of printers in 14 southern states. Ray Warwick. 20c, Col. inch, Pub.
- Southern Stationer & Office Outfitter**, Mortgage Guarantee Bldg., Atlanta, Ga. (M) Business-building articles based on interviews with Southern stationers and office outfitters. Ray Warwick. Low rates, Pub.
- Southwestern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-20) News and features of Arkansas, Louisiana, Mississippi, So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, N. Carolina, Oklahoma and New Mexico baking industry. Charles Tunnell. ½ to 1c, photos \$1, Pub.
- Southwestern Bottler**, P. O. Box 1922, San Antonio, Tex. (M-25) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. ¼c up, Pub.
- Spice Mill**, The, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. ¼c to 1c, Pub.
- Spirits**, 29 W. 57th St., New York. (M-25) Short items on activities of wine and spirit wholesalers, distributors and their salesmen. Harry Schwartzschild.
- Sporting Goods Dealer**, The, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzberg. ¼c up, Pub.
- Sports Age**, 260 5th Ave., New York. (M) Query on articles embracing detailed, specified merchandising programs actually and successfully applied in selling sporting goods, 1500. Ames Castle. ¼c, Pub.
- Sportswear Review**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. Not interested in free-lance contributions. Bertram M. Lebbhar. 1½c to 2c, Pub.
- Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Laundry stories in pictures (Life magazine type). Noel Grady. Special rates, Pub.
- Super Market Merchandising**, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. K. Zimmerman. ¼c, Acc.
- Surgical Business**, 369 Lexington Ave., New York. (M-25) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and orthopedic appliances, covering buying, selling, merchandising, advertising and promotion, systematizing, accounting, credits and collections, to 1000. Dramatic or pattern photos for front cover. Harry E. Asher. 1c up, Pub.
- Syndicate Store Merchandiser**, 79 Madison Ave., New York. (M-20) Interior and exterior photos of outstanding 5 and 10 cent store displays; news of personnel changes, with photos; and stores with photos. Preston J. Beil. ½ to 1c, Acc.
- Telegraph Delivery Spirit**, 356 S. Spring St., Los Angeles. (M-50) Staff written except for monthly short short-story 850-900 dealing with florist business, and one authoritative article for "Helpful Ideas for Your Business" department, 900-950. Heath Campbell. ¼c, Pub. Cartoons, \$2.50.
- Tire Rebuilders News**, 1207 Park Ave., New York. (M-20) 1000-2000 word features, short news items, photos. Specializes in practical ideas for retreading, vulcanizing and tire repair shops. Douglas W. Clephane. ¼ to 1c, Pub.
- Tire Review**, 31 N. Summit St., Akron, Ohio. (M) News of tire trade; merchandising articles on tire retailers, retreaders, etc. Edward S. Babcox. 1c, Pub.
- Tires Magazine**, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw. ¼ to 1c, news items 25c inch, fillers ¼c, photos \$2, Pub.
- Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.
- Tool Engineer**, The, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. up to 1200. Roy T. Branson. \$10 page (3 col. 10 in. pt.), Pub.
- Toys and Bicycles**, 107 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1000. Corena Daugherty. ¼c, Pub.
- United States Tobacco Journal**, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Venetian Blind Dealer**, 431 S. Dearborn St., Chicago. (M) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Pendleton. 1c, Pub.
- Venetian Blind News**, St. Louis Ave., Ft. Worth, Tex. (M-Free) Short articles on Venetian blind plant operations, ideas on blind installations, etc. Tom Murray. 20c inch, Pub.
- Voluntary and Cooperative Groups Magazine**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. ¼c, photos \$1, Pub.
- Wallpaper Magazine**, 41 Union Sq., New York. (M-25) Sales promotion, success stories, new ideas in dealer display, 1000-2000; trade news. C. M. Wieland. 1c, Pub.
- Welder**, The, Waltham Cross, Hertfordshire, England. (M) Illustrated technical articles on welding jobs, 1500. E. Dacre Lacy. About 1c, Pub.
- Welding Engineer**, 506 S. Wabash Ave., Chicago. (M) Technical and practical articles of interest to welding departments and shops. Ralph S. Kenrick. 1c, Pub.
- Western Brewing World**, 304 S. Broadway, Los Angeles. (M) News and features of brewing industry of West. Geo. F. Haines. Query on features. Good rates, Pub.
- Western Confectioner**, Ice Cream News, 304 S. Broadway, Los Angeles. (M-25) Features on successful merchandising methods of candy and ice cream manufacturers and manufacturing retailers in the West. Query. Geo. F. Haines. 25c inch, Pub.
- Western Construction News**, 333 Kearney St., San Francisco. (M-25) Articles on all phases of Western civil engineering. J. I. Ballard. Varying rates.
- Western Flying**, 304 S. Broadway, Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service production, or aircraft operation. Query on features. Selby Calkins. 1c, Pub. (Overstocked.)
- Western Laundry Owner and Dry Cleaner**, 942 Howard St., San Francisco. (M) Illustrated articles of "How-to-do-it" type from laundries and dry cleaners. W. A. Fatterson. 1c, Pub.



**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

**Western Tobacconist**, 381 Bush St., San Francisco, Calif. News of tobacco dealers, wholesalers, manufacturers, with name and address of dealer or shop. Claude M. Chaplin. ½c up, Pub.

**Wholesaler's Salesman**, 330 W. 42nd St., New York. (M-25) Query editor on experience stories of wholesalers' salesmen in selling electrical products. O. Fred. Rost. \$10-\$25 article, Pub.

## C—JUVENILE LIST

### GENERAL FIELD

#### BOYS AND YOUNG MEN

**American Boy**, The, 7430 2nd Blvd., Detroit, Mich. (M-20) Boys, high-school and college age. Short-stories up to 4500. Western, mystery, sports, detective, etc. Humor. Non-fiction up to 2500. Fillers 300, with action photos on achievements of boys; picture spreads. Franklin M. Reck, Mng. Ed. 2c up, Acc.

**American Farm Youth Magazine**, Jackson at Van Buren, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12,000, jokes; short-stories 100-350. Robert Romack. ¼c up, photos 50c to \$2, Pub.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories, newspaper carrier boy characters, by authors familiar with work of modern newspaper boys; adventure stories of appeal to young men and older boys, 2000-3000. \$10 per story, Acc.

**Boys' Life**, 2 Park Ave., New York. (M-15) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4000; serials 2 to 4 installments of 5000. James E. West, Ed.; Irving Crump, Mng. Ed. 1½c up, Acc. (Overstocked.)

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Photos. Clayton H. Ernst. ½c up, Pub. or Acc.

#### GIRLS

**American Girl**, (Girl Scouts, Inc.) 14 W. 49th St., New York. (M-15) Girls, ages 10 to 18. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

#### BOYS AND GIRLS

**Child Life**, (Rand, McNally & Co.) 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, articles, poems, usually planned with editor, up to 1800. Wilma McFarland. ½c up, Acc. (Overstocked.)

**Children's Play Mate Magazine**, Cleveland, Ohio. (M-15) Mystery, adventure, historical, foreign short-stories for boys and girls 10 to 14, 1800 wds.; nursery stories for children 5 to 9; 500-1000; cartoons. Esther Cooper. Fiction usually 1c, Pub.

**Jack and Jill**, (Curtis) Independence Sq., Philadelphia. (M-25) Juvenile short-stories under 1000, articles 500, verse, art work. Ada C. Rose. Rates not stated.

**St. Nicholas**, 420 Lexington Ave., New York. (M-10) Boys and girls 7 to 8. Juvenile miscellany. Vertie A. Coyne. 1c up, verse 25c line, Pub.

**Story Parade**, 70 5th Ave., New York. (M-20) Children 8 to 12. Not in the market.

**Young America**, (Eton Pub. Corp.) 32 E. 57th St., New York. (W-5) Young people 8 to 18. Short-stories 2500, broadly educational background. Winthrop Brubaker. 1c, Acc.

**Youth Today**, 250 Park Ave., New York. (M-25) Reprint articles of interest to boys and girls, 13 to 19. Will consider original articles, 1500; short-stories 2500, but not the usual "juvenile" material. Harry Miller. 1c, Pub.

### COMIC AND CARTOON MAGAZINES

**Ace Comics**, **King Comics**, **Magic Comics** (David McKay Co.) 604 S. Washington Sq., Philadelphia, Pa. (M-10) Cartoon strips chiefly obtained from King Features Syndicate; some original work. Feature pages; juvenile serial stories, 6 parts, 2500 words each. Margery McKay. Good rates, Acc.

**Circus**, (Globe Syndicate) 16 E. 48th St., New York. (M-10) Cartoons, comics, puzzles, prize contests. Rates not at hand.

**Champion Comics**, (Worth Pub. Co.), 1 E. 42nd St., New York. 2-page story synopses for boys, 10 to 16 years; original comic scripts (write for directions). Leo Greenwald. \$10 per story, Acc.

**Crackjack Funnies**, **Super Comics**, (Whitman Pub. Co.) Poughkeepsie, N. Y. (M-10) Cartoons, comics, principally from syndicates, adventure serials. Rates not at hand.

**Detective Comics**, **More Fun Comics**, **Adventure Comics**, **Action Comics**, **Superman**, **All American Comics**, **Flash Comics**, (Detective Comics, Inc.) 480 Lexington Ave., New York. (M-10) Original narrative strips. Whit Ellsworth. Good rates, Acc.

**Famous Funnies**, 50 Church St., New York. (M-10) Cartoon strips obtained from regular sources; considers original work. Harold A. Moore. Action short-stories 1500, \$25 each, Pub.

**Funny Picture Stories**, **Little Giant Comics**, **Little Giant Movie Funnies**, **Funny Pages**, (Centaur Pubs.) 461 8th Ave., New York. Cartoons, comics, mystery and adventure short-stories. Payment on Acc.

**Feature Comics**, (Comic Favorites) 369 Lexington Ave., New York. (M-10) Comic strips, chiefly of syndicated origin. Rates not at hand.

**Mickey Mouse Magazine**, (K. K. Pubs., Inc.) 1270 6th Ave., New York. (M-10) Not in the market.

**Popular Comics**, **The Funnies**, **The Comics**, (Dell) 149 Madison Ave., New York. (W-10) Comic-strip material, chiefly furnished by syndicate or staff artists. Victor Bloom.

**Master, Whiz, Slam-Bang**, (Fawcett) 1501 Broadway, New York. Staff prepared.

**Shadow Comics**, (S. & S.) 79 7th Ave., New York. Requirements and rates not at hand.

**Wine & Liquor Retailer**, 444 Madison Ave., New York. (M-10) Illustrated merchandising features on wine and liquor package stores (no beer, no bars). Lew Schwartz. ¼c, Pub.

**Wine Review**, 1355 Market St., San Francisco, Calif. (M-25) Articles on effective wine merchandising, etc. News items. Walter Richert. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

**Thrilling Comics**, (Thrilling) 22 W. 48th St., New York.

**Tip Top Comics**, **Comics on Parade**, (United Feature Synd.) 220 E. 42nd St., New York. (M-10) Comic strips, cartoons, and cartoon ideas, juvenile jokes. Ken Steffen.

### RELIGIOUS PUBLICATIONS

#### SENIOR AGE (16 years up)

##### (Boy and Girl)

**Challenge**, (Presbyterian Pubs.) 73 Simcoe St., Toronto, Canada. (W-3) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000, articles 500-1000, fact items, fillers. N. A. MacEachern. Varying rates, Pub.

**Classmate**, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 and over. Not interested in unsolicited material. A. D. Moore.

**Epworth Herald**, 740 Rush St., Chicago. (2M-6) Articles and short-stories of interest to young Methodists, high school, college ages, 800; serials 5000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About ½c, verse about 15c line, Pub.

**Epworth Highroad**, (Whitmore & Smith) 810 Broadway, Nashville, Tenn. (M) Young people 16 to 24. Short-stories 2500-4000; serials, 4-6 chapters; illustrated articles 1000-1800; striking photos. Miss Rowena Ferguson. ½c up, Acc.

**Forward**, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials 6 to 10 chapters, 3000 each; illustrated articles 1000; editorials 400-800; young viewpoint, interesting style. Park Hays Miller. 50c per 100 words, Acc.

**Front Rank**, The, (Christian Bd. of Pub.) Beaumont and Pine, St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; serials 20,000-25,000; illustrated articles; poems; fillers; photos. \$3.50 per M, Acc.

**Onward**, (United Church Pubs.) 229 Queen St. W., Toronto. (W) Young people. Short-stories, articles, serials, verse, nature and science material. Archer Wallace. ½c, Acc.

**Onward**, Box 1176, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, articles, editorials. Miss Clarabel Williams. Rates not stated. (Overstocked.)

**Our Young People**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 13 to 20 and older. General miscellany. Low rates, Acc.

**Sunday Companion**, The, 261 Broadway, New York. (W) Catholic juvenile for parish schools. Fiction; current events, miscellany. M. A. Daily. Rates not stated.

**Try**, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement, short-stories 1500-3500; serials 8-10 chapters, 2500-3000 each, descriptive, biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. ½c, verse \$1 to \$2.50, Acc.

**Watchword**, The, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1500-2500; serials, miscellany. E. E. Harris. \$1.50 to \$2 per M, Acc.

**Young People**, (Am. Baptist Pub. Co.) 1701 Chestnut St., Philadelphia. (W) Young men and women over 16. Clean, wholesome short-stories 1500-3000; serials 4-18 chapters 2500 each; inspirational, fact, hobby, how-to-do articles, preferably illustrated, 100-1500; news articles about young people; verse, high literary standard. \$4 per M, Acc.

**Young People's Paper**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800. \$4 to \$5 per M, Acc.

**Young People's Weekly**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; popular articles with photos 1000; editorials 100-400. Good rates, Acc.

**Youth**, Huntington, Ind. (W) Short-stories 2000; articles of general interest to young people 16 to 25 yrs. 800. Cartoons, cartoon ideas. Paul Manoski, Tess Marie Gorka. Indefinite rates, Pub.

#### INTERMEDIATE AGE (12 to 18)

##### (Boy)

**Boy Life**, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Boys 13 to 17. Wholesome short-stories 1800-2000; serials, articles, miscellany. ½c up, Acc.

**Boys' World**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13 to 18. Short-stories 1500-2200; scientific and vocational news items with photos; successful boys (photos); verse; editorials. Good rates, Acc.

**Canadian Boy**, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. ½c, Acc. (Overstocked.)

**Catholic Boy**, The, 1300 Fosha Tower, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2800; articles for boys. J. S. Gibbons. ¼ to 1c, Pub.

**Pioneer**, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 4 to 10 chapters 2500-3000 each, illustrated articles 700-1200; non-preachy editorials; cartoons; occasional verse. Park Hays Miller. \$5 per M, photos 50c up, Acc.

**Target**, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-2) Boys 12-14. Alfred D. Moore. No unsolicited material.

## (Girl)

**Canadian Girl**, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Agnes Swinarton. ½c, Acc.

**Girlhood Days**, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati, O. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany. Maud V. Rouse. ½c up, Acc.

**Girls' Companion**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 14 to 17. Short-stories 2000-2500; illustrated occupation articles 200-750; editorials 50-150. Good rates, Acc.

**Portal**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (W-2) Girls 12-14. No unsolicited material.

**Queens' Gardens**, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 4-8 chapters, 3000 each; illustrated articles; editorials, verse, cartoons. Park Hays Miller. \$5 M., Acc.

## (Boy and Girl)

**Ambassador, The**, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Short-stories of present-day life, school, mystery, 2500-3500; illustrated vocational, travel, topographical articles 1500-2000; poems up to 4 stanzas. (Give source on factual material.) Novella Dillard Preston. ½c, Acc.

**Cargo**, (Whitmore & Smith) 810 Broadway, Nashville, Tenn. (W-75c yr.) Teen-age boys and girls. Short-stories 2500-3500; serials 3 to 10 chapters, usually on assignment; illustrated articles; striking photos. Rowena Ferguson. ½c up, Acc.

**Christian Youth**, 321 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000-2200; fillers; nature, fact, how-to-make-it articles 300-1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

**Friend, The**, (United Brethren Pub. House) Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters; informational, inspirational articles 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

**Highway**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Boys and girls, 12-18. Short-stories not over 2500; serials, 8-12 2500-word chapters; poems up to 20 lines; illustrated articles 100-1000. Frances Woolery. \$3.50 per M., Acc.

**Lutheran Young Folks**, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000-3500; serials 6-12 chapters. Fair rates, Acc.

**Sunday School Messenger**, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. (W) Young people, 12 to 17. Short-stories 1800; serials nature, science, religious articles; verse, editorials 300. W. E. Peffley. \$1.25 per M., Acc.

**Teens**, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W) Boys and girls, high school age. Clean, wholesome short-stories 1500-3000, boy and girl characters; serials 4-10 chapters, 2500 each; inspirational, fact, hobby, how-to-do articles, preferably illustrated, 100-1500; news articles about young people; verse, high literary standard. \$4.50 per M., Acc.

**Venture**, (Evangelical & Reformed Church) 1724 Chouteau Ave., St. Louis, Mo. (W) Early teen-age adolescents. (No MSS. needed at present.) Fred E. McQueen.

**Young Canada**, (Presbyterian Publications) 73 Simcoe St., Toronto Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000; short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern, M. A. Varying rates, Pub.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200. Cartoon ideas. Mrs. Mary Pfau Fisher. 1c, Acc.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 13. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

**Young People, The**, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates; payment quarterly.

**Young People's Friend**, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000-2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

**Young People's Standard**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Short-stories up to 2500, articles up to 1200; verse up to 16 lines, fillers. Sylvester T. Ludwig. \$2.50 per M, verse 10c line, Acc. (Overstocked.)

**Youth's Comrade, The**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000; serials, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

## JUNIOR AGE (8 to 12)

## (Boy and Girl)

**Boy's and Girl's Comrade**, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50c to \$2, Pub.

**Children's Friend, The**, (Augsburg Pub. House—Lutheran) 425 S. 4th St., Minneapolis, Minn. (W) Articles, stories for ages 9-12, religious note liked; photos to illustrate. John Peterson. \$2.50-\$3 per M, 10th of Mo. after Acc.

**Explorer, The**, (United Church Publications) 209 Queen St. W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. Agnes Swinarton. ½c, Acc.

**Institute Leaflet**, (Gen'l Bd. of Rel. Ed.) 604 Jarvis St., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories 1200, serials, verse. Rev. D. B. Rogers. ½c, payment quarterly.

**Juniors**, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W) Boys and girls 9-12. Short-stories, Christian point of view, boy and girl characters, 900-2500; serials 6-10 chapters, under 2500 wds. each. Educational articles 1000. Some poetry. Approx. \$4.50 per M., Acc.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary 600-800; articles 600; serials up to 6400; short fillers, jokes, verse, 12 lines. Mrs. Mary Pfau Fisher. ½ to 1c, photos \$1 to \$3, Acc. (Slow.)

**Junior Joys**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 11. Market supplied at present. Mrs. Elizabeth Hodges. \$2.50 per M.; verse 10c line, Acc.

**Junior Life**, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1200-1500, shorter articles. Maud V. Rouse. ½c, Acc.

**Junior Weekly**, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children 9-11. No unsolicited material.

**Junior World**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Acc.

**Lutheran Boys and Girls**, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

**Olive Leaf**, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ½c, Pub.

**Our Boys and Girls**, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles, 1800; serials; verse, photos. Edith A. Loose. Low rates, Acc.

**Our Boys and Girls**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. General miscellany. 1500; serials; verse, photos. Edith A. Loose. Low rates, Acc.

**Picture World**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400-800, verse. \$5 per M., verse 50c stanza, Acc.

**Sentinel, The**, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. Boys and girls 9 to 12. Mystery, camping, adventure, humorous short-stories 1500-2000; articles on birds, animals, gardening, games, things to make and do, 500-1000; verse. Novella Dillard Preston. ½c, Acc.

**Treasure**, (Evangelical and Reformed Church) 1724 Chouteau Ave., St. Louis, Mo. (W) Boys and girls, 9 to 12. Fred E. McQueen. 20c per 100 wds., Acc. (No MSS. needed.)

**What to Do**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 12. Short-stories 2000-2500; serials 2-4 chapters 2000-2500 each; inspirational verse; editorials 100-400. Illustrated occupation articles 150-700. Good rates, Acc.

**Young Crusader, The**, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. ½c, Acc. Verse, no payment.

## TINY TOT AGE (4 to 8)

## (Boy and Girl)

**Child's Own, The**, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. ½c, payment quarterly.

**Dew Drops and Little Learners**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 4 to 8. Short-stories 500-900; short articles, editorials 50-200; verse up to 12 lines. Good rates, Acc.

**Friends**, (Evangelical and Reformed Church) 1724 Chouteau Ave., St. Louis, Mo. (W) Children under 9. Fred E. McQueen. 20c per 100 wds., Acc. (No MSS. needed.)

**Jewels**, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. ½c, Pub.

**Little Folks**, (Augsburg Pub. House—Lutheran) 425 S. 4th St., Minneapolis, Minn. (W) Stories up to 400-450, moral, religious note, for ages 5-6. John Peterson. ½ to ¾c, Acc.

**Our Children**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Children 6 to 8. General Miscellany. Low rates, Acc.

**Our Little Folks**, (United Brethren Pub. House) Dayton, O. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to ½c, Acc.

**Our Little Messenger**, 124 E. 3d St., Dayton, Ohio. (W) 2nd grade children. Short-stories up to 400; things to do; poems. Send MSS. to Pauline Scheidt, 414 W. 120th St., New York. 1c, poetry 25c a line, Pub.

**Picture Story Paper**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. Children 4 to 8. No unsolicited material.

**Shining Light**, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-4) Children 5 to 9. Moral, character-building, religious short-stories 300-500; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M., Pub.

**Stories for Primary Children**, (Presbyterian Bd. of Christian Ed.) 910 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Stories of world friendships and religious appreciation. Things to make and do. Park Hays Miller. ½c, verse 25c for 4 lines, Acc.

**Storyland**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300-1000; poems up to 20 lines; handicraft articles 300-500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Acc.

**Storytime**, (Baptist Sunday School Bd.) 161 8th Ave., N., Nashville, Tenn. (W) Children 6 to 8. Short-stories 400-650; articles and suggestions for playthings children can make 100-300; verse. Agnes Kennedy Holmes. No MSS. purchased during July, Aug. ½c, Acc.

**Story World**, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 500-700; simple illustrated story articles up to 400; short verse. Approx. \$4.50 per M., Acc.

# LITERARY MARKET TIPS

## FAWCETT MARKET SUMMARY

### Confession and Detective Magazines especially wide open at this time

Never before in the long history of Fawcett Publications has the market been better for the beginner and the established writer than at the present time. It is safe to say that 1940 will see unprecedented editorial activity at Fawcett's, write the editors.

Fawcett Publications Inc. and the County Press Inc. now issue twenty-two regular publications, covering a very wide field.

In two classifications, however, the market is especially active at this time:

1. Our three confession magazines are constantly in search of well-written and vital material written in the first person and dealing with contemporary emotional and romantic problems. Our three confession books are *True Confessions*, *Romantic Story* and *Real Life Story*. Miss Beatrice Lubitz, supervisory editor of the three magazines, is willing at all times to discuss requirements and story handling with writers. The minimum rate for all three magazines is two cents a word.

2. Our fact detective market includes four magazines—*True*, *Startling Detective Adventures*, *Daring Detective* and *Dynamic Detective*. These publications are constantly in search of true crime stories which can be illustrated with photographs. These stories come from all parts of the country, from large cities and from small towns, and they provide an excellent means for beginners to break into the writing game.

In addition to crime stories, *True* prints factual stories of every description as long as they are exciting, dramatic and authentic. It is best to study the magazine carefully before making a submission. On these books, also, the minimum rate is two cents a word.

Writers who are interested in the fact detective field may communicate with Leonard Diegre, editor of our three detective magazines, or with Horace Brown, editor of *True*.

In the mechanical field, Fawcett's offers a wide and diversified market. *Mechanix Illustrated* seeks bright, lively feature stories on scientific, mechanical and related subjects. Stories with a human interest or success element are especially favored. In addition, it covers the whole mechanical field with news shorts describing unusual new inventions, home-building projects, home-workshop items, etc. Robert Hertzberg is editor.

Writers who are interested in photography will do well to examine *Good Photography* and *Photography Handbook* which offer good rates for articles on new and unusual developments in this field. Stanley Gerstin is editor of these two publications.

Any writer interested in the Fawcett market in general may address queries to Richard Hanser, Assistant Managing Editor, at Fawcett Publications Inc., 1501 Broadway, New York, N. Y.

Howell, Soskin & Co., 250 Park Ave., New York, is a new book publishing firm, which will consider work in the general publishing field.

The Ziff-Davis Publishing Co., 608 S. Dearborn St., Chicago, has changed its plans with reference to *South Sea Stories*. It is being continued, and offers a wide-open market for stories of romance and glamour in the South Seas setting. "Rates are 1 cent and up, and we mean 'up'—for really good material—promptly on acceptance," states David Vern, editor. The company is dropping its title *Air Adventures*.

*Everywoman's Magazine*, 501 Madison Ave., New York, a new monthly to be distributed through independent grocery stores, will be edited by Elita Wilson, who writes: "We are in the market for articles of 1000 to 1500 words, short-stories up to 6000 words, and three or four part serials of 6000-word installments, as well as short verse of all types, photos, and illustrations. Love, romance, and humor are the general subjects desired—no controversial, serious, or personality articles. Payment is made on acceptance at from \$35 to \$150 an item."



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*The Queen's Work*, 3742 W. Pine Blvd., St. Louis, Mo., has changed its format. Requirements here, however, have not changed a great deal. Short stories of 2000 words based on Catholic principles, but with the religious aspect modified or lacking, are used. Factual articles about Catholic personages or of interest to Catholic young people from 18 to 30 are needed. Short biographical sketches of Catholic laymen and clergy are also used and if a photo accompanies the article, a flat rate of \$6 to \$8 is paid on acceptance. Usual rate for prose is 1 cent a word; photos bring \$1 and up, and cartoons \$3 and up.

See—*The World in Action*, 480 Lexington Ave., New York, is no longer published.



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*Metronome*, 119 W. 57th St., Chicago, announces the appointment of George T. Simon and Richard B. Gilbert who succeed Doron K. Antrim as editors.

*Fantastic Adventures*, 608 So. Dearborn St., Chicago, in addition to novelettes of 10,000 to 12,000 words, is now using novelettes of from 15,000 to 30,000 words. Payment is at one to two cents a word, on acceptance.

*Pocket Photo Monthly*, Canton, Ohio, Theodore Buckwalter, editor, has temporarily suspended publication, but expects to hit the stands again under a new format very soon.

*Tomorrow*, 1257 Tamarind Ave., Hollywood, Calif., will not be published for a short time due to reorganization problems which, Barbara Spaulding, editor, writes, are coming along slowly but satisfactorily.

Street & Smith, 79 Seventh Ave., New York, has joined the ranks of cartoon or comic magazines by launching *Shadow Comics*.

*Click*, 400 No. Broad St., Philadelphia, Pa., which reports itself as paying on acceptance, according to a reader, held a batch of photographs for future publication for over a year and then returned them to the author with a rejection slip.

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4. I analyze your abilities, suggest markets for which you should work, supply up-to-the-minute market tips.

✓ ✓ ✓

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If you are a beginner, or have sold only one or two items, I must of course charge for my time until I sell \$1,000 worth of your work. But during March I'll meet you half-way—you may include an extra story of equal length with any script accompanied by my regular fee mentioned below, and I will give you my full help and advice on both stories for the price of one. (For example, you may send two 5000 word stories for \$5.00.)

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*Good Healthkeeping*, 1841 Broadway, New York, a new bi-monthly edited by David A. Balch, invites the submission of romantic, outdoor, adventure, and marriage short-stories; well-written novelettes with happy endings; articles on health, diet, exercise, and home-making; "smooth paper" serials not over 35,000 words. Photographs of fine physiques and pretty children will be used. In fact, "anything pertaining to a good healthkeeping program and slanted toward the reader's personalized interest, with how-to-do-it-yourself principle included," explains Mr. Balch. "Its medical articles will be written by reputable and practicing physicians who are experts in their specialized fields. All of its so-called 'health recovery' stories by laymen will be sponsored by physicians. Self-betterment is the factor stressed. Quality in its fiction will be the determining factor. Our rates are slightly better than one cent a word, on publication."

*Hobbies Magazine*, 2810 So. Michigan Ave., Chicago, in returning material, advises, "We do not pay for material used, believing hobbyists are egotistic enough to consider themselves paid at seeing their names in print."

*Successful Farming*, Des Moines, Iowa, is now in the market for 4,500-word short-stories. They must have action and love interest. Although payment for articles is at the rate of 1½ cents a word, fiction brings 3 cents a word. Usual time required for reporting on material is three weeks, we are told by Hugh Center, associate editor.

*Uncensored*, 112 E. 19th St., New York, is announced as a new weekly magazine devoted to inside comment on current events. Indications are that it will be staff-written.

*Western Skier*, Seattle, Wash., has been discontinued.

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*Progressive Teacher*, Morristown, Tenn., "is a teachers' magazines and we want only articles, projects, units of work, and methods usable by teachers and educators," writes M. S. Adcock, editor. Short-stories suitable for telling to children of school age, verse suitable for recitations and other school uses, jokes, skits, epigrams, and illustrations, are used. Mr. Adcock states: "Payment is upon publication unless special arrangement is made, at our regular rate of \$1.50 per page."

*Collegiate Digest*, 323 Fawkes Building, Minneapolis, Minn., Frederick J. Noer, editor, is just a pictorial publication and does not feature long articles, the editor advises. Short articles are sometimes used when they are illustrated with good pictures. The big need, however, is for photographs of college activities, plus a few words of caption. Rates depend upon merit of the photo and interest it might arouse.

*The Catholic Woman's World*, Monroe, Mich., which was reported as paying 1½ cents a word on publication, had not paid for a story used in its November issue up to January 25th, according to a contributor. Its offer for the story was less than 1 cent a word.

*Westways*, 2601 So. Figueroa St., Los Angeles, although overstocked on short-stories and verse, is in the market for articles and photographs on out-of-door California, natural science, history, biography, etc., announces Phil Hanna, editor. Rate of payment is subject to negotiation.

*Key to Contemporary Affairs*, 548 W. 114th St., New York, a new pocket-size monthly, will use recent public statements and documents on major events in the contemporary world, together with selections from editorials and the columns of commentators.

*Inland Poultry Journal*, Indianapolis, is not buying free-lance.

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BOX 4, STATION D LOS ANGELES CALIFORNIA

*The American Fireman*, Air-Mart Publishing Co., Hamlet, N. C., "will soon be in the market for a limited amount of fiction," writes C. E. Smith, secretary. This magazine will be published for the firemen in the United States and Canada. "Our reader audience will require material appropriate to their profession."

*Captain Combat*, 210 E. 43rd St., New York, is a new member of the Fictioneers, Inc., group, using air-war fiction in short-story and novelette lengths.

*Everyone's Magazine*, announced last month from 34 W. 33d St., New York, is "out of business," according to the post office.

*Ideal Youth* has replaced *The Catholic Girl* at 1113 Winstanley Ave., E. St. Louis, Ill., writes Adolph B. Suess, editor. No stories or features will be bought at present, but manuscripts will be considered after August 1, and will be paid for on acceptance, he states.

*Little Wit*, P. O. Box 506, Oakdale, Calif., heretofore a semi-annual poetry and humor magazine, will be issued quarterly this year, writes Edmund Kelly Janes, editor. He pays \$1 a page for prose and verse.

*Catholic Youth*, 67 Bond St., Toronto, Canada, is the name of a new official monthly publication for the Catholic Youth Organization.

*Michigan Farmer*, Detroit, has a fine editor in Mr. Grinnel, who would like to buy free-lance material now and then but simply cannot find room. He apologizes profusely in returning worthwhile material sent him.

Penguin Books has moved from 3 E. 17th St., to 41 E. 28th St., New York. This firm specializes in 25-cent series, both reprints and new titles.

*World Astrology Magazine*, 480 Lexington Ave., New York, is a new magazine in the field of astrology.



Auburn Greeting Card Co., Auburn, Ind., too late for inclusion in the February market list of Greeting Card publishers, sent word that it is in the market for sentiments for Christmas only. Material is reviewed by L. Leroy Close, editor, from April to August, inclusive. Prose, verse, ideas, art work, novelties, and religious material is sought. Payment, 50 cents a line.

Longmans, Green & Co., book publishers, have moved from 114 Fifth Ave. to their former offices at 55 Fifth Ave., New York.

Hi-Light Newspaper Syndicate, announced last fall at 619 Highland, Kansas City, Mo., recently responded to the inquiry of a contributor from a new address, 818 Wyandotte, stating that the first earnings of any accepted contribution must be applied to purchasing a one-year membership in a newly formed association which has taken it over.

The Bryl Syndicate, Chicago, has been out of business since March, 1937, writes J. W. Bryl. He states that all mail addressed to the syndicate since that date has been returned to its owners, adding: "I went to the extreme of paying postage on some mail that did not have postage with it." It is suggested that the subscribers who reported non-return of their material retype and submit it elsewhere, if possible, since presumably it has been lost.

### PRIZE CONTESTS

Dodd, Mead & Company, 449 Fourth Ave., New York, announces its fifth annual Red Badge prize competition for the best mystery-detective novel. The prize is \$1000 on account of royalties to be earned by the book. Competition is open to any author who has not previously issued a book under the Red Badge imprint. Manuscripts should be submitted as early as possible, but the competition closes November 30, 1940. Length should be not less than 50,000 words. The author will retain first serial, dramatic, and motion-picture rights, but shall pay the publishers a share, to be mutually agreed upon, of the receipts from the sale of such rights. The company requires first offer of the winning author's next two full-length novels. Manuscripts not successful in winning the prize will be considered for publication.

Metropolitan Opera House, New York City, is offering ten trips to New York for the best letters of 100 words or less on "What the Metropolitan Opera Broadcast Means to Me." The contest closes March 25.

*Red Book*, 230 Park Ave., New York, for the best story appearing in a North American college publication for the school season of '39-'40, written by an undergraduate, will pay \$500 to the author and \$250 to the publication in which the story appeared. Entries must be received by July 1.

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Ed Bodin, age 45, author, editor—and agent for past ten years, formerly with publishers of Collier's, American and Woman's Home Companion, sells to all markets, slick or pulp. He has three classifications of clients: Professional, Semi-Professional and Selected Apprentice. He averages more than 100 sales a month.

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Devoe & Reynolds Co., Inc., Fine Arts Division, announces its third annual art contest, in cooperation with *American Home*, *Collier's*, *Fortune*, *The New Yorker*, and *Woman's Home Companion*. For the best cover design submitted for each magazine, prizes of \$200, \$100, and \$50, plus five honorable mentions of \$10 each, will be awarded. Entrants should obtain an advance registration blank, containing detailed instructions, from some dealer in art supplies. Closing date of contest, April 30, 1940. Address Contest Division, Devoe & Reynolds Co., 34 Oliver St., Newark, N. J.

National Association of Purchasing Agents, 11 Park Place, New York, is conducting a contest for the best manuscript on the subject of "purchasing," open to students of colleges or universities having a School of Commerce or College of Business Administration. Entries should not exceed 50 pages of double-spaced typing and can be on any phase of purchasing. August 1 is the deadline.

*Everywoman's Magazine*, 501 Madison Ave., New York, conducts prize contests for readers under the headings, "Pin-Money Plans," "The Moment I'll Always Remember," and child photos.

The Dial Press competition for the best novel submitted by a public school teacher, dealing with teachers (announced in *The A. & J.*, March, 1939) has been awarded to Sophia Belzer Engstrand, for her manuscript called "Miss Monday."

The Southern Authors' prize "for the most distinguished book of 1939 on a Southern subject by a living Southern author" was awarded on January 27th to Hamilton Basso, for his novel "Days Before Lent," published by Scribner.

*The Atlantic Monthly*, 8 Arlington St., Boston, Mass., is awarding \$250 each month for the best essay of 1000 words submitted to the Contributors' Club.

Union Label Trades Department of the American Federation of Labor announces that it will offer \$1000 in cash prizes for the best essays of not more than 250 words on four topics. No. 1 on "Why I Buy Union Label Goods," and No. 2 on "Why I Use Union Services," are open to everybody. No. 3, on "Why I am a Labor Unionist," is open to union members only. No. 4 on "Why I Joined a Women's Auxiliary" is for members of women's auxiliaries. First prize in each essay contest is \$250. Union-made articles will be given for second, third and other places in each essay contest. Contest closes May 30, 1940. Entries should be addressed to I. M. Ornburn, Sec.-Treas., Union Label Trades Department, American Federation of Labor, Washington, D. C. Those intending to enter should write for full details, specifying method of submission.

Houghton Mifflin Company, 2 Park St., Boston, Mass., in accordance with its annual plan, inaugurated in 1935, announces two literary fellowships for 1940, one in fiction and one in non-fiction. The success of former fellowship awards has induced the publishers to increase the initial payment and royalty terms. The fellowships will be for \$1500 each, \$500 of this sum to be considered an advance against royalty. The royalty rate will be 15% of the receipts of the first 2500 copies, 20% of the next 2500 copies, and 25% thereafter. The closing date for 1940 will be September 15, instead of April 1, as heretofore. Awards will be made on the basis of promise, rather than performance. Candidates should apply for application blanks and instructions. They will be called upon to submit examples of past work, published or unpublished, as well as definite plans for the project (book) for which the award is asked, including a detailed synopsis of tentative table of contents, with adequate samples of the proposed treatment and letters from at least two responsible persons who will vouch for the applicant's character and qualifications.

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*Garrison's Magazine*, 40 Worth St., New York, Flint Garrison, editor, is heavily overstocked at the present time. Usually Mr. Garrison buys short items up to 500 words, accompanied by a photograph or drawing, directly relating to independent dry goods stores, or the dry goods departments of department or general stores. Rates are from \$2.50 to \$10, depending upon the value and significance of the item. No manuscript or photographs returned unless accompanied by return postage.

*Motor Age*, Chestnut and 56th Sts., Philadelphia, Pa., J. Birch Pollock, editor, is overstocked with material and will not be buying until fall. When in the market this publication purchases automotive servicing articles up to 2000 words, suitably illustrated. Rates average 1½ cents on publication.

*Motor Service*, 549 W. Washington Blvd., Chicago, Herb Packer, editor, has prepared a list of mimeographed editorial requirements, which is available for would-be contributors. Mr. Packer suggests that writers having in mind an article for submission prepare a brief synopsis of it, listing available photos, and send it in for approval. Rates are from 1 cent up, with an emphasis on up. Pictures bring from \$1 to \$2 unless specifically ordered.

*Automotive Serviceman*, 214 President Ave., Rutledge, Pa., has suspended publication.

*Western Tobacconist*, formerly at 509 Sansome St., is now located at 381 Bush St., San Francisco, and Claude M. Chaplin has succeeded Leo Kemper as editor. Mr. Chaplin writes: "We want news of tobacco dealers, wholesalers, manufacturers, with name of dealer or his shop and correct address." Payment is at ½ cent a word and up, on publication.

*Wine Review*, 1355 Market St., San Francisco, is now edited by Walter Richert, who seeks articles on effective wine merchandising, etc. Payment is at 25 cents an inch on publication.

*Motor Service*, 549 W. Washington Blvd., Chicago, writes that its present interest is in articles and photos of interest to automotive repair shop service managers. "Send for detailed instruction sheet."

*Sports Goods Journal of Canada*, 175 Jarvis St., Toronto, is not in the market for free-lance material, as all articles are staff written.

*Western Florist*, Los Angeles, is no longer published.

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*Farm Town Hardware* of Kansas City, Mo., Lewis A. Lincoln, editor, deserves a pat on the back. Returning a submission promptly, Mr. Lincoln wrote a contributor, "We are just not buying a thing at present. Never did buy a great deal. But, I see no chance just now to place anything with us. However, I won't be mean enough to use your perfectly good stamped envelope. I think we ought to take some of the breaks with the writers to the extent of postage at least." More power to you, Mr. Lincoln, and to your *Farm Town Hardware*!

*Fuel Oil News*, 1217 Hudson Ave., Bayonne, N. J., Oliver C. Klinger, editor, buys very short articles and some news notes about retailers and marketers of fuel oil. Photos are important. Length of feature material should not exceed 1000 words. Rates are from ½c up, payable on publication.

*Church Management*, Auditorium Bldg., Cleveland, Ohio, Dr. William Leach, editor, needs articles from 500 to 1800 words, with illustrations, which will aid the church manager and pastor better to solve administrative problems. Payment is made on publication, from ½c up.

*Wood Products*, 431 So. Dearborn St., Chicago, is reported by a subscriber to have tentatively accepted material as far back as April, more in June and September, always with understanding "they hoped to use soon." Checking for a definite report brought it all back with the simple statement, "We find we will be unable to use this." Other contributors have reported similar experiences.

*San Francisco Styles & Selling*, 507 Montgomery St., San Francisco, reports, "Not buying at all now; will let you know when we change our policy."

*Furniture South*, Highpoint, N. C., is now published bi-monthly.

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*Druggist's Circular*, 12 Gold St., New York, is re-  
ported to hold manuscripts a long time, sometimes re-  
turning them when, because of their seasonal nature,  
salability is destroyed. Writers contributing seasonal  
material should bear this in mind and endeavor to  
secure rejection or definite acceptance of such articles  
from Robert Rodman, editor.

*Chicago Herald American*, according to a subscriber,  
fails to report or return photographs sent for its Sun-  
day amateur photo contest page, though announcement  
reads, "All pictures not available will be returned if  
postage is sent with original submission." Neither  
does it reply to letters requesting a report or return.

*Wood Magazine*, 50 E. 42nd St., New York, will  
be published in April by Wood Publishing Corpora-  
tion. The new monthly is designed to encourage in-  
terest in wood and wood products. Edmund Jacobsen  
is president and general manager.

*Quick Frozen Foods*, 11 W. 42nd St., New York, is  
reported not to reply to letters concerning manuscripts  
and pictures submitted some months before.

*Northwest Motor*, 83 Columbia St., Seattle, Wash.,  
David M. Trepp, editor, writes: "No market for the  
freelance. We are too crowded with the features of  
our own staff, and the 'must' material that goes into  
the magazine."

*Meat Packing Guide*, 327 So. La Salle St., Chicago,  
uses only material of a practical and technical nature,  
prepared and assembled by practical packing house  
men, according to Frank N. Davis, president of Davis  
Publications, which publishes this magazine.

*Fraternity House Management*, Howes Publishing  
Company, 440 4th Ave., New York, expects editorial  
material will be available without calling upon free-  
lance writers. However, at a later date, E. J. Finan,  
managing editor, may be in the market for manage-  
ment material.

*The Inland Printer* has removed from 205 W.  
Wacker to 309 W. Jackson Blvd., Chicago. J. L.  
Frazier, editor, is always glad to consider constructive  
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